

Encouraging A Culture Of Safety

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The Message From A Distance

By Jay D. Rohman

One of the questions brought up during my breakout session at the National Safety Council Congress in Chicago in October was "How can I communicate the message of a safety culture at multiple facilities where I don't often visit?" That is a very good question.

In our businesses today we find that some of our organizations are so big that we have multiple facilities that we have to manage our safety programs through. Some of them may simply be within the same city, but others have facilities throughout the state, the country, even globally. How do we build that culture in such a scattered and often diverse workplace?

I want to make a recommendation that you read a book by Brent Filson called "The Leadership Talk". Several years ago I received a copy for review and was impressed with the simple strategy of leading people...no matter where they are. The way that we do this is one person at a time. We need to share our mission and our passion one person at a time. Whether in person or by phone, when we are able to communicate where our heart is and instill that in others, then they become our advocates and they will share our message for us.

Step 1: Find one person in the facility that you believe shares your passion for a culture of safety. Someone you who has influence with their peers. Determine who that person is in each of your facilities.

Step 2: Share with that person what you feel and what you see in the future with a true culture of safety. Do this initially face to face or by phone. *Written*

communication loses some of the passion that comes thru vocal tone. Ask them questions. How do they feel in regards to safety? What do they see the organization looking like with this type of culture? What do they believe the benefits will be?

Step 3: Encourage them to become a partner with you and share the passion and the vision with other people. Talk with them on a regular basis and fan the flames of a shared goal. Involve them and others they encourage in becoming more active in the pursuit of the vision.

Where is Jay?

11/5	Dallas, TX
11/6	Forth Worth, TX
11/7	Oklahoma City, OK
11/8	Tulsa, OK
11/12	St Cloud, MN
11/13	Bloomington, MN
11/14	Des Moines, IA
11/15	Omaha, NE
11/16	Sioux Falls, SD
11/27	Dallas, TX
11/28	Fort Worth, TX
11/29	Oklahoma City, OK
11/30	Tulsa, OK
12/1-2	Overland Park, KS
11/5	Dallas, TX
11/6	Forth Worth, TX
11/7	Oklahoma City, OK
11/8	Tulsa, OK
11/12	St Cloud, MN
11/13	Bloomington, MN
11/14	Des Moines, IA
11/15	Omaha, NE
11/16	Sioux Falls, SD
11/27	Dallas, TX
11/28	Fort Worth, TX
11/29	Oklahoma City, OK
11/30	Tulsa, OK
12/1-2	Overland Park, KS
12/4	Pensacola, FL
12/5	Mobile, AL
12/6	Montgomery, AL
12/7	Birmingham, AL
12/10	Boise, ID
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Have a safe and prosperous month! And
remember...Encouragement is a thumbs up to the soul!

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