SAFETY SOUP
Recipe for Success

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WHAT YOU WILL LEARN

- Why engagement is the key to driving behavior change
- The dos and don'ts of recognition/rewards programs
- Why branding and communication are crucial for success
- Research and statistics that support best practices
- Where to receive additional information
Ingredients: engagement

The extent to which employee commitment, both emotional and intellectual, exists relative to accomplishing the work, mission, and vision of the organization.

Source: merriam-webster.com
There is a direct correlation between the level of employee engagement and safety performance.

Improve employee engagement to improve safety!
### Polling Question 1 Results

**What percent of your workforce do you think demonstrates a strong commitment to your company?**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-24%</td>
<td>10%</td>
</tr>
<tr>
<td>25-49%</td>
<td>26%</td>
</tr>
<tr>
<td>50-74%</td>
<td>41%</td>
</tr>
<tr>
<td>75-100%</td>
<td>23%</td>
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</tbody>
</table>
According to a study conducted by Human Capital Institute, only 11% of today’s workforce demonstrates a very strong commitment to their organization.
85% of employees see a link between their level of motivation and the quality and quantity of their work³
Disengaged employees cost the US economy $416 billion annually²
Turnover is 13% lower in organizations with high level of engagement²
High-Engagement firms experienced an EPS growth rate of 28% compared with an 11% decline for Low-Engagement firms¹
Engaged employees are more productive, profitable, safer, create stronger customer relationships and stay longer with their company.

(Gallup Management Journal survey, 1/12/06)

SOURCE:¹ Towers Perrin, ² Gallup Poll, ³ Occupational Hazards Study, ⁴ SITE Foundation, ⁵ Human Capital Institute
Proactive Impact:

- Reinforce safe work behaviors - suggestions, near miss reporting, team meetings, VPP programs...
- Promote safety awareness at work, in the car, at home
- Increased retention of safety sensitive employees
- Enhance working environment - wellbeing, team building, social reinforcement...
- Promote learning and reinforce training

Results:

- Reduced accidents & injuries
- Reduced safety related costs
STRATEGIES FOR ENGAGEMENT

- Training & Development (safety and non-safety related)
- Safety Team Meetings & Ad-Hoc Meetings
- New Employee Orientation & Mentoring Programs
- Suggestion Programs & Employee Surveys
- Health & Wellness Programs

According to a study by Gallup, 86% of engaged employees said they would characterize their interactions with coworkers as always positive.
**Ingredients:** behavior

The response of an individual or group to its environment.

Source: merriam-webster.com
**Behavior Theorists**

- **Behavior Leads to Results**
  - Herbert Heinrich - Published “*Industrial Accident Prevention*”
    - Heinrich’s Law/Triangle (1-29-300)
    - 95% of accidents caused by unsafe acts

- **Environment Leads to Behavior**
  - Fred Manuele - Published “*Heinrich Revisited: - Truism or Myth*”. Many changes since the 1920s

- **Shortcoming in Management Systems**
  - W. Edwards Deming

- **Human error is rooted in the system surrounding it**
  - Sidney Dekker - Published “*The Field Guide to Understanding Human Error*”
20 / 60 / 20 Rule
- 20% are self-motivated
- 60% will respond to stimuli
- 20% cannot be reached

Intrinsic vs. Extrinsic Motivation
- Intrinsic - Driven more by their perceptions of success
- Extrinsic - Driven more by recognition and rewards

“Your safety program is designed perfectly for the results you are getting.”
BEHAVIOR BASED SAFETY (BBS)

- The application of science of behavior change to real world problems
  - Buy-in from all
  - Based on scientific data
  - Common goals
  - Feedback and review

- Expectations for small gains over and over again
  - Continuous growth
  - Not a quick fix - a long-term commitment
  - 5,000 repetitions to develop muscle memory
  - Environment, equipment, procedures and attitudes
Observations and worker feedback
• Not concealed
• Observes safe and unsafe behaviors
• Compliments safe work practices
• Explains the un-safe behavior and asks why

Reports are generated
• Not punitive for worker
• Reports reviewed by a steering committee

“Doing the same thing over and over and expecting different results...insanity!”
Ingredients: branding

The process involved in creating a unique name or image ... aims to establish a significant and differentiated presence in the mind of others.

source: www.businessdictionary.com
**Polling Question 2 Results**

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>24%</td>
</tr>
<tr>
<td>No</td>
<td>72%</td>
</tr>
<tr>
<td>Unknown</td>
<td>3%</td>
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</tbody>
</table>
There are 2.1 billion loyalty program Members in the US!

Successful products have a strong identity and loyalty

Well over 90% of all products sold carry a brand name

Companies spend billions of dollars promoting their brand

Incentive programs are widely used to generate brand identity
Ingredients: communication

A process by which information is exchanged between individuals.

Source: merriam-webster.com
COMMUNICATION CONNECTION

- Platforms
  - Interactive - web, email, mobile, videos, surveys, quizzes
  - Print - catalogs, flyers, letters, posters, vouchers, suggestion cards
  - Graphics - logos, vision statement, tag lines, banners
  - Content - testimonials, news stories, welcome messages, rules, FAQs
  - Logo merchandise - service awards, safety kits, launch gifts

- Interactions
  - Instant recognition, face-to-face, meetings, spot awards
  - Feedback - training, orientation, surveys, quizzes
Results - Branding & Communication

- Recognition of safety brand
- Understanding of shared goals
- Improved team environment
- Companywide commitment to safety!
Ingredients: recognition

The act of formally acknowledging achievements.

Source: yourdictionary.com
Properly designed recognition/rewards programs:

- Add emphasis to all elements of your safety program
- Optimize your engagement strategy
- Motivate proactive safe behavior
- Elevate employee communications
- Tie initiatives together (like safety & wellness)
- Improve employee engagement at all levels
84.7% of respondents said their companies’ safety consciousness increased as a result of their safety incentive program³

Incentive programs aimed at individuals increased performance by 27%⁴

Long-term incentive programs are more than twice as powerful than short-term (44% vs. 20%)⁴

92% of corporations reported that objectives were surpassed, met, or at least partially met through the use of incentive programs⁴

SOURCE:¹ Towers Perrin, ² Gallup Poll, ³ Occupational Hazards Study, ⁴ SITE Foundation, ⁵ Human Capital Institute
### Ingredients: **re·wards**

A reward is something given to a person for the return of something.

Source: yourdictionary.com
BRANDS THAT MOTIVATE
Clearly establishing goals and performance expectations
Brand the program
Provide ongoing communications
Face to face recognition
Use tangible awards
Rewarding individuals for individual behavior
Reasonable award values
Reward all equally
### Polling Question 3 Results

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Decrease substantially</td>
<td>5%</td>
</tr>
<tr>
<td>Decrease slightly</td>
<td>6%</td>
</tr>
<tr>
<td>Stay the same</td>
<td>64%</td>
</tr>
<tr>
<td>Increase slightly</td>
<td>21%</td>
</tr>
<tr>
<td>Increase substantially</td>
<td>4%</td>
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</tbody>
</table>
2010
- 18% budget decline
- 53% budget to stay the same
- 29% budget increase

2011
- 25% budget decline
- 42% budget to stay the same
- 33% budget increase
REFERENCES & RESOURCES


- American College of Occupational and Environmental Medicine, ‘Association of Healthcare Costs With Per Unit Body Mass Index Increase’, Dee Edington, 2006


REFERENCES & RESOURCES

• Society for Human Resource Management:
  http://www.shrm.org/Publications/HRNews/Pages/WellnessReformBoast.aspx
  http://www.shrm.org/Research/Articles/Articles/Documents/07MarResearchQuarterly.pdf

• Sirota Survey Intelligence, 'The Enthusiastic Employee' By David Sirota, Louis A. Mischkind, Michael Irwin Meltzer 2009

• Test your EQ (Engagement Quotient) www.incentiveusa.com/EQ.html

• Towers Perrin - Leading global professional services company that helps organizations improve performance.

• Brian Galonek CPIM - President of All Star Incentive Marketing and member of The American Society of Safety Engineers. Brian@incentiveusa.com 800-526-8629