

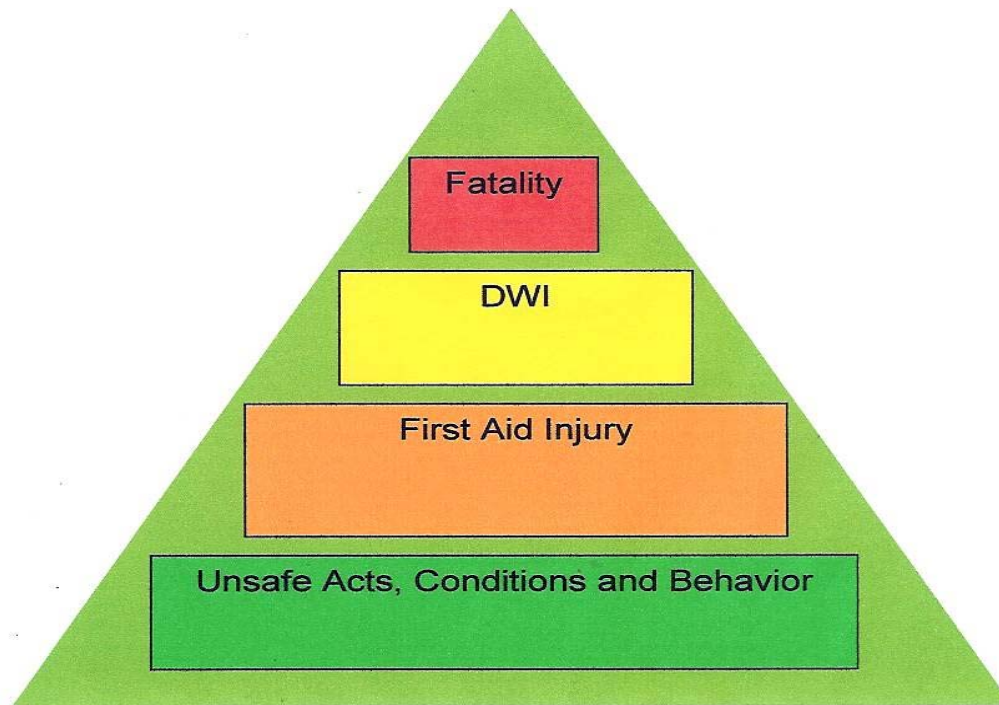
# **SAFETY MOTIVATION?**

Who has the key?

# What is motivation?

- Desire?
- Reward or payoff?
- Achievement and recognition?
- Expectations

# Safety Motivation



# Motivation of Managers

- Desire to maintain the Bottom line
- Payoff is Survival in Business
- Competitive edge to win - achievement
- Value and Satisfaction of Teamwork

# CAN YOU MOTIVATE SAFETY?

- The bottom line is the completion of work without an injury or accident. Measure the bottom line –
- The payoff is no lawsuits or claims against the company's liability. Measure the payoff?
- The competitive edge in safety is recognized. Measure progress and preventive actions.
- The safety value and satisfaction of teamwork. Measure this value by selling it.

# Things to Do List

- What are the costs that will be measured for the bottom line? For example, cost of training, PPE, etc.
- Cost of claims, lawsuits, etc.
- Measure the safety program – competitive edge, or progress?
- What will you sell?