SAFETY MOTIVATION?

Who has the key?
What is motivation?

• Desire?

• Reward or payoff?

• Achievement and recognition?

• Expectations
Safety Motivation

- Fatality
- DWI
- First Aid Injury
- Unsafe Acts, Conditions and Behavior
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?