



Motivating  
Employees To  
Think and Act  
Safely



# Motivating Employees To Think and Act Safely

Donald Theune

DONNIC CONSULTING GROUP, LLC

610-212-7474

[donaldtheune@comcast.net](mailto:donaldtheune@comcast.net)



# Human Factors

95% or more  
accidents and injuries are related to  
human factors.



## Primary Causes of Accidents:

- ◆ Half of injuries are caused by a loss of focus.
- ◆ Half of injuries are caused by the mindset “it won’t happen to me.”



# Conventional Approach

- ◆ PPE
- ◆ SOPs
- ◆ OSHA Training
- ◆ Audits & Inspection
- ◆ Observation



# Conventional Approach

Can take 5 – 10 years to produce  
significant change



# Culture Change

Can produce significant change  
in 1 – 2 years



# Culture Change

- ◆ Approximately 50% reduction in recordables in 1 year
- ◆ Approximately 80-90% reduction in recordables in 5 years



# Culture Change

Save up to twice your annual  
w/c payment over 5 years.



# The Mind

Wear your PPE



*“It won’t happen to me”*



“Human beings can alter their  
lives by altering their  
attitudes and mind.”

William James



# Treat Employees Well

You have to recognize that people are  
still most important.

Herb Kelleher, CEO Southwest Airlines



# Focus on People

In order for Alcoa to be a world-class company, it first had to be the safest.

Paul O'Neill, (Retired) CEO, ALCOA



Myth #1:

Crisis is a powerful impetus for change.

Reality:

Only a small percent of people can make a healthy, sustainable, life style change.

May, 2005: Fast Company



Myth #2:

Change is motivated by fear.

Reality:

Compelling, positive visions of the future are much stronger inspirations for change.

May, 2005: Fast Company



Myth #3:

The facts will set us free.

Reality:

When a fact doesn't fit our personal reality, we reject it. Change is best inspired by emotional appeals rather than factual statements.

May, 2005: Fast Company



### Myth #4:

Small, gradual changes are always easier to make and maintain.

### Reality:

Radical sweeping changes are often easier than gradual changes because they quickly yield benefits.

May, 2005: Fast Company



Myth #5:

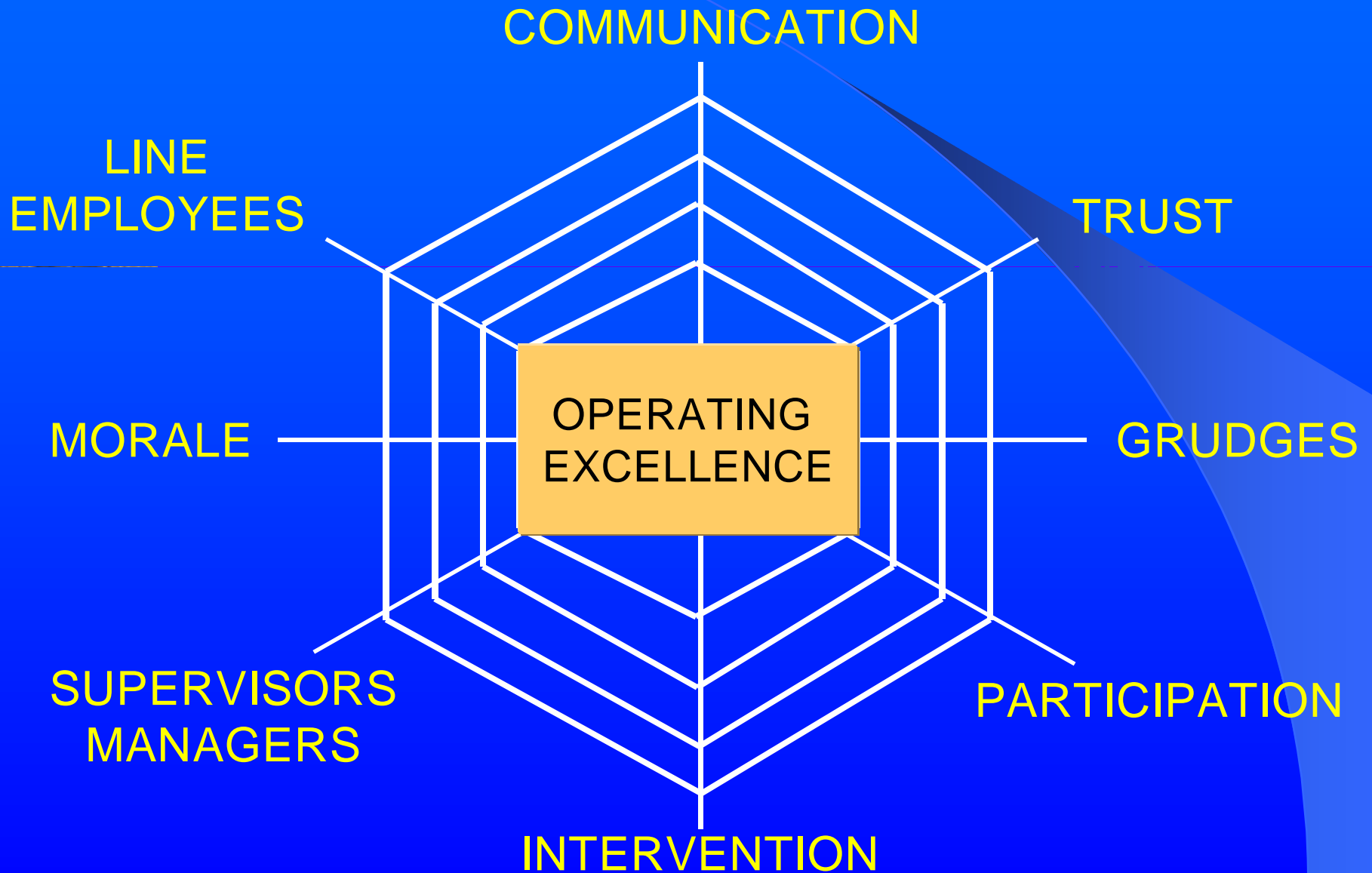
We can't change because our brains become  
'hardwired early in life.'

Reality:

Our brains have extraordinary 'plasticity'. We can  
continue learning complex things throughout our  
lives.

May, 2005: Fast Company

# THE CULTURAL COBWEB





# Crisis

Using a single level approach:

- ◆ a smaller number can make a healthy, sustainable change

Using a multi- level approach:

- ◆ a significantly higher number can make a healthy sustainable change



# Multi-Level Approach

- ◆ Evaluate
- ◆ Train and involve everyone
- ◆ Reinforce
- ◆ System & structure
- ◆ On-going support



For more information call:

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