

Play to WIN!

Is your heart in the safety game and do you play to win?

by David Lynn, CSP

What separates the good from the great in safety? How do you connect all of the dots so that your organization works injury-free?

Conscientious leaders across industry struggle with the challenge of maintaining an injury-free environment because they have a sincere desire to send people home in one piece. But employees continue to get hurt.

To achieve excellence in safety, you have to consider what drives a high-performance safety program. Companies that excel in safety share at least one common characteristic. Employees do not sit passively, waiting to hear about safety success. They drive the success. The work force is highly engaged in the safety process, and they play to win!

While reading this article, challenge yourself to think beyond rules and regulations and discover what lies beneath the surface of successful safety cultures. Compare your leadership with the character that drives the best. Are you a spectator or do you step on the field and compete to win?

Buy Your Ticket

The anticipation of a "big game" consumes you. In 2004, I took my two young sons, Caleb and Jacob, to see their first college football game. I eagerly anticipated the day, because I was excited about sharing the experience with my boys. When we arrived at the stadium, the boys did not want to waste time walking around the campus. They wanted to go straight to the action in the sta-

dium. You can imagine how they were overwhelmed with eagerness, and it took them a minute to realize that you have to buy your ticket first to get through the gate. Without a ticket to get in the gate, you could only hear the noise of the crowd from outside the secured field. They quickly learned a ticket gave them access to the thrill of the game.

Distractions Everywhere

We bought our tickets and entered the stadium through the turnstiles. As soon as we joined the masses inside the fence, my boys were immediately distracted by snacks, souvenirs and mobs of people. Based on their reaction to the concession stand, you would have thought we drove 2 hours to get a salted pretzel and a Coke. We came to see a game, but my boys were interested in the attractions associated with the event.

With a little encouragement, we finally settled into our seats to watch the game. As you can imagine, 10 minutes into the game, my boys already were bored and distracted. The snacks were gone and the newness of the sport had expired.

Their attention shifted from the game to the group of kids on the hill beside the stands. I resisted their initial plea to join the pack rolling down the hill, but they persisted. I gave into their request and I suddenly realized I had spent all that money on tickets, and all they

wanted to do is play on the hill! That rubbed me the wrong way, but then I realized if they can enjoy the "game day" atmosphere from the hill, the experience

might lay a foundation encouraging them to graduate to the stands.

The boys proudly ventured to the hill, and I occasionally would see their blond heads flash through the horde of kids. When the crowd erupted, I would see them crawl to a higher point to witness the excitement. They would satisfy their curiosity and return to the "real" game on the hill.

After the game, I discovered my boys survived the firestorm of activity on the hill but not without a cost. They were covered from head to toe in dirt and grass. They experienced the game in their own style.

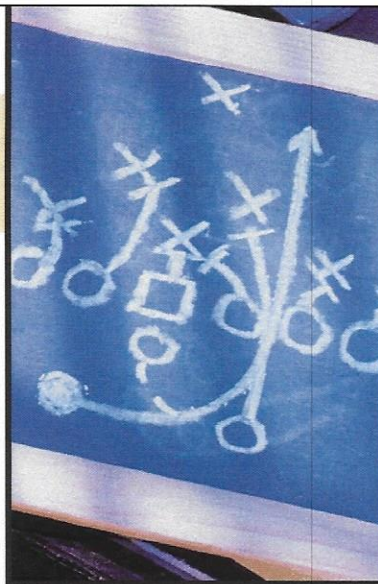
True Fan

As we traveled home after the game, my boys were exhausted, and they quickly fell asleep in the car. I enjoyed the peaceful ride home as I reflected on the day. I was happy that we won. I was happy that the boys had a good time.

Caleb and Jacob had a blast just like I did when I was their age. They enjoyed the distractions: the concessions, the souvenirs, the hill, the kids, the noise, the activity and all of the pageantry associated with the game. But, even though the day was a success, I want my boys to graduate from peripheral activity and enjoy the benefits of their ticket from the stands. I remember as I got older and learned more about football from my dad, my interest transitioned from an inattentive casual spectator to an avid fan glued to every play. As a true fan, the "game day" was all about the game.

Compete as a Player

As I considered what it would be like for my boys to watch the game with me as a true fan one day, I also began to imagine how great it would be for them to experience sports from a player's perspective. You can feel the intensity of the atmosphere as a spectator and have fun. You can sit in the stands and cheer with enthusiasm as your team scores. But there is no greater thrill than head-to-head competition.



"THE CONSCIOUS DECISION TO
ACCEPT A ZERO-INCIDENT
MINDSET IS EXTREMELY
IMPORTANT TO MOVE YOU
CLOSER TO THE GOAL ... "

When you compete for the prize, you expose your commitment and heart for the game. You test your passion to win under the stadium's bright lights. The power of the bright lights can make the hair stand up on the back of your neck! Sports captivate our attention on different levels. Have you ever dreamed of scoring the winning touchdown or making the big play that turned the momentum in a ballgame? The reality is you can't experience that level of fulfillment if you do not play. As a spectator, you can only observe. Players experience the ultimate thrill.

Buy Your Ticket for a ZERO-Incident Culture

Sports are more meaningful when you experience the game firsthand, but that also is true with an organization's safety culture.

Have you ever worked for a company that was satisfied to tailgate in the parking lot and never actually buy their ticket to create an incident-free work environment? Some companies will listen to the success of safe companies from outside the gate and they never have the opportunity to watch the game. As a result, more people get hurt. The day an organization accepts the fact that zero incidents is a reality is the day it buys its ticket to progress toward safety excellence. The simple commitment to zero gets you into the gate so that one day you can experience safety excellence. Do you preserve the quality of life of your employees? Have you bought your ticket?

Distractions Limit Success

The conscious decision to accept a zero-incident mindset is extremely important to move you closer to the goal, but your ticket doesn't ensure you will build on the foundation. Too many times, we accept our ticket and get distracted with organized chaos in our work environment.

How many different distractions pull you away from your commitment to an injury-free environment? My boys were more interested in a salted pretzel and a Coke than they were in the game itself. Do distractions in the workplace have the same impact on your safety culture?

A company that believes in zero might enter the gate ready for the game, but a lack of focus will negatively impact the health and safety of your employees. My boys had fun on the hill but their excursion came with a cost. They were battered and bruised and they missed the game!

Your job is similar. When you lack a disciplined approach to safety and you compromise sound safety principles due to distractions, you pay a cost. People get hurt. You can't forget that to enjoy the game, you have to participate as a true fan with the hopes that one day you can step on the field to contribute to the win. The idea of zero consumes you when you leave the distractions on the hill and you eagerly

■ Play to Win!

anticipate every play that drives safety. Does a lack of focus limit your success? Are you a distracted spectator?

A True Safety Fan

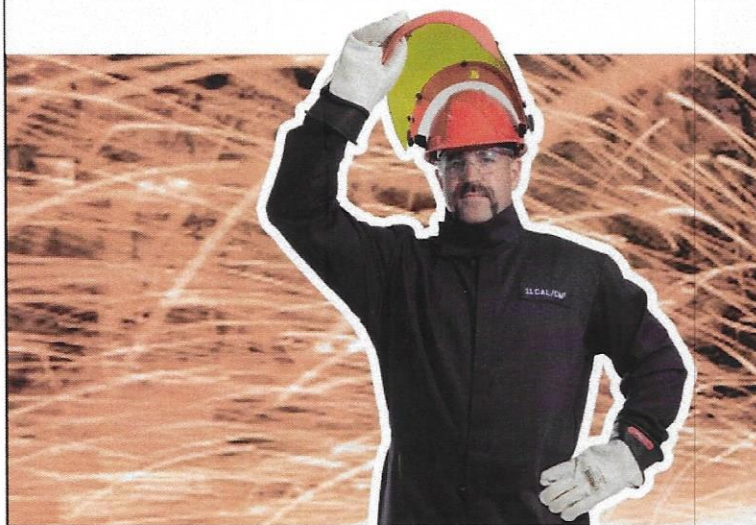
If your organization has embraced zero as a reality, you are off to a good start. If your team understands the potential to get distracted, you can graduate to your seat in the stands and cheer on your safety processes. Companies that do not mature past the distractions on the hill never progress beyond average safety performance.

When you are talking about safety, is average acceptable? Is mediocrity the goal? Companies do not reach their full potential because employees do not anticipate every play. A zero-incident culture is a growth process. Your job as a leader is to make safety fans out of people consumed with salted pretzels and drinks. Help them focus on the purpose of safety so that they learn to enjoy the excitement of cheering for a winner. When the fans get excited, the team plays harder and victory is not far behind. Are you an avid

With our flame resistant clothes, the greatest on-the-job risk is not wearing them.

At ARAMARK, there's no such thing as a one-size-fits-all approach when it comes to your employees' safety.

With a wide range of nearly 100 flame resistant garments and arc flash personal protective equipment, our trained specialists can develop a rental or purchase program that protects your workforce against the hazards they may face. Without costing you any peace of mind.



Flame Resistant

1-800-ARAMARK (272-6275)

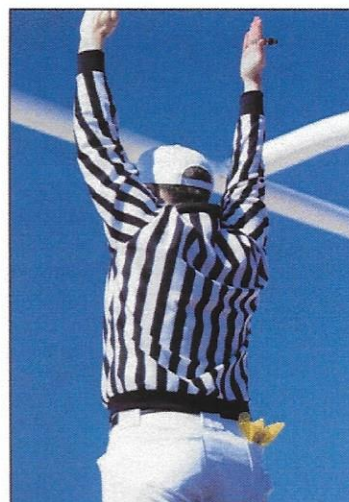
www.ARAMARK-FlameResistant.com



CIRCLE 46 ON READER CARD OR LINK TO THE VENDOR ONLINE AT WWW.OHSAFETY.BIZ/6836-46

54 Occupational Hazards / January 2007

Copyright © 2004-2005 Penton Media, Inc.



"YOU REACH ZERO INCIDENTS WHEN YOU CULTIVATE A SPIRIT OF ENGAGEMENT AND DEVELOP A DESIRE TO WIN IN YOUR EMPLOYEES."

fan for safety and do you wish you could play yourself?

Avid fans have an awesome experience, but players have the ultimate fulfillment. Imagine an environment at work where employees have the same desire to play the game of safety. The potential for safety excellence is unlimited.

To create zero-incident cultures, organizations groom avid safety fans and players with a drive to win. They leave their ambivalence on the hill and they do what it takes to realize the goal.

Injuries represent defeat and winners never accept defeat. Organizations finally begin to achieve their potential when their work force becomes unsatisfied as a spectator and they step on the field to compete. When a company reaches this tipping point, a zero-incident culture emerges and companies do not turn back. The benefit of this enthusiastic safety tradition is the quality of the life for employees and their families.

www.occupationalhazards.com



**Your tight fit solution - North's 7700 half mask and
NEW Pancake Filter with 3-in-1 odor relief.**

North's Pancake Series P100 filters sport a low profile design, perfect for those tight fits under welding helmets and faceshields. The sleek, new 75FFP100NL filter provides P100 protection plus 3-in-1 nuisance level odor relief for organic vapors, acid gases, and ozone. Combine this filter with the North 7700 and you have one more way to use the best fitting, most comfortable half-mask on the market.

- Lightweight, low profile P100 protection
- 3-in-1 nuisance level odor relief
- Industry leading comfort and fit
- Ideal for use during welding alloys & exotic steel

Receive your FREE North Pancake Filter and a North 7700!
Call (888) 422- 3798 or log on to www.northsafety.com today for your free sample. Along with your sample, you will receive complete information about North's Pancake Series Filters and the North 7700, the best fitting, most comfortable half mask available.

*Note: Sample Pancake Series Filter and North Safety Products 7700 half mask respirator for qualified customers only. Offer valid until 12/31/06.

NORTH Safety Products

"The Source" Products • Knowledge • Solutions

CIRCLE 47 ON READER CARD OR LINK TO THE VENDOR ONLINE AT WWW.OHSAFETY.BIZ/6836-47

Copyright © 2004-2005 Penton Media, Inc.

■ Play to Win!

The game consumes you. Do you love playing the game?

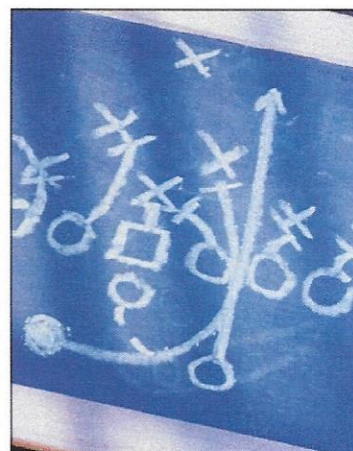
Measure Your Personal Impact on ZERO

Your goal is to test and approve your true motivation and intent for safety. Where do you fall in this scenario? Have you bought your ticket by accepting that zero incidents is possible or are you still tailgating in the parking lot listening to the success of others inside the fence? Do you believe zero incidents is possible but you are

distracted by work activities that draw your attention away from the goal?

Hopefully, you will begin to move off the hill and take your place in the stands – where you can learn the game and support safety with enthusiasm. From the stands, you can learn the game and develop a desire to play. The final step is to become fully engaged with safety and play with heart.

When playing the game consumes you, you will have discovered fulfillment in safety. You will have achieved a level of excellence few companies



Not just another assembly line product.



Safety Storage is your solution for the safe storage, handling, and use of process chemicals and hazardous materials. Safeguard personnel, minimize liability, meet fire and safety needs, and provide regulatory compliance with maximum flexibility.

Safety Storage buildings give you the assurance of Factory Mutual Approval, State Certification, 2-hour & 4-hour fire-rated construction, and UL listed components. By choosing Safety Storage, you bring the certainty of full compliance with building, fire and electrical codes.

GSA Contract #GS-28F-1099C

DLA Contract #SP0500-01-D-0108



Certain approvals are not available on all models.



Safety Storage, Inc.
Phone: (800) 344-6539
Fax: (831) 637-7405
www.safetystorage.com
info@safetystorage.com

“THE FINAL STEP IS TO
BECOME FULLY ENGAGED
WITH SAFETY AND
PLAY WITH HEART.”

experience. You reach zero incidents when you cultivate a spirit of engagement and develop a desire to win in your employees.

How do you classify your leadership?

OH

David Lynn, CSP, started working in safety with OSHA in 1992. He was an OSHA compliance officer for 3 years before he transitioned into an EHS engineering role in a manufacturing environment. After 10 years in a manufacturing, he accepted a job with Fluor Enterprises. He currently works as a corporate EHS manager for Fluor, which was named one of America's Safest Companies by OCCUPATIONAL HAZARDS in 2006. Fluor is one of the world's largest global engineering, construction and procurement companies.



CIRCLE 48 ON READER CARD OR LINK TO THE VENDOR ONLINE AT WWW.OHSAFETY.BIZ/6836-48

56 Occupational Hazards / January 2007

www.occupationalhazards.com

Copyright © 2004-2005 Penton Media, Inc.