

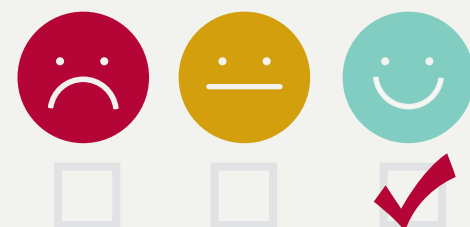
THE IMPORTANCE OF SAFETY FOCUSED LEADERSHIP

Small businesses are constantly in the unfortunate position of trying to compete with large corporations with fewer resources in their arsenal. In an effort to do more with less, some small businesses fail to focus on employee safety and risk management. Research shows that not only does a safety focused culture have an excellent ROI, but can also offer small businesses a distinct competitive advantage.



Over **50%** of the businesses reported that their safety program has a **positive** ROI and only **5%** reported that their safety programs had a negative ROI.

Over 70% of companies saw a reduction in reportable injury rates due to having an open door policy that encourages employees to report unsafe conditions and provide safety related feedback.



WHY LEADERSHIP BUY-IN MATTERS.

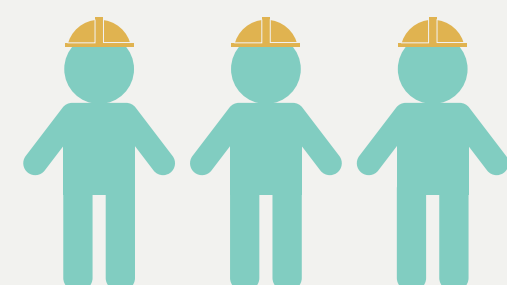


Employees often feel pressure to produce more at a lower cost. Leadership buy-in for safety demonstrates that the safe way is the best way.

Leaders can demonstrate how to focus on safety helps the company achieve its overall goals.



If leaders don't focus on safety, employees won't think it is important.



HOW TO GET STARTED.

- ✓ 1- SCHEDULE REGULAR SAFETY MEETINGS WITH BOTH EMPLOYEES AND LEADERS IN ATTENDANCE.
- ✓ 2- ORGANIZE AN EMPLOYEE SAFETY COMMITTEE.
- ✓ 3- INVEST IN SAFETY EQUIPMENT.
- ✓ 4- MAKE SAFETY A PART OF YOUR REGULAR BUSINESS DISCUSSIONS.

Sources:
<http://www.cpw.com/sites/default/files/publications/SafetyManagementinConstructionSMR-2013.pdf>
www.aplusbenefits.com/insights-blog

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