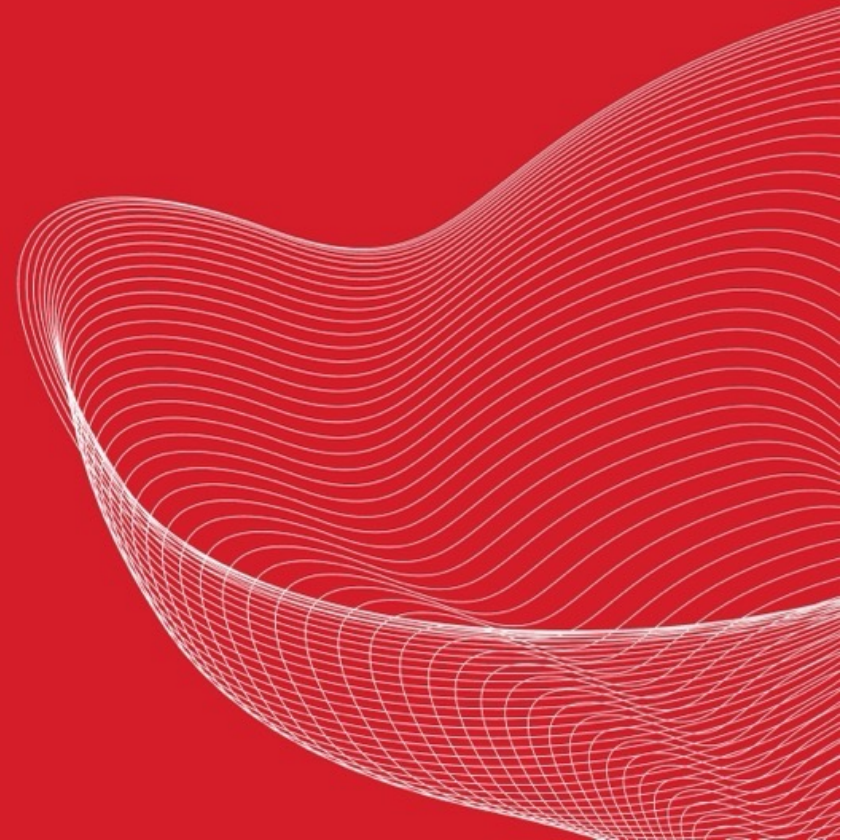




# TURNING INSIGHT INTO IMPACT

Ways to lead your safety culture  
no matter your role.





## Jess Chapman

British (in case you couldn't tell)

20+ years' experience

HR, Leadership, Neuroscience



*"Making work better for everyone"*



## AGENDA

- ✓ The importance of 'leadership'
- ✓ Identifying insights and actions
- ✓ Supporting buy in



Section 1

# THE IMPORTANCE OF LEADERSHIP



## POP QUIZ

What percentage of workplace safety incidents are influenced by communication failures or leadership behaviours?

**A: 10%**

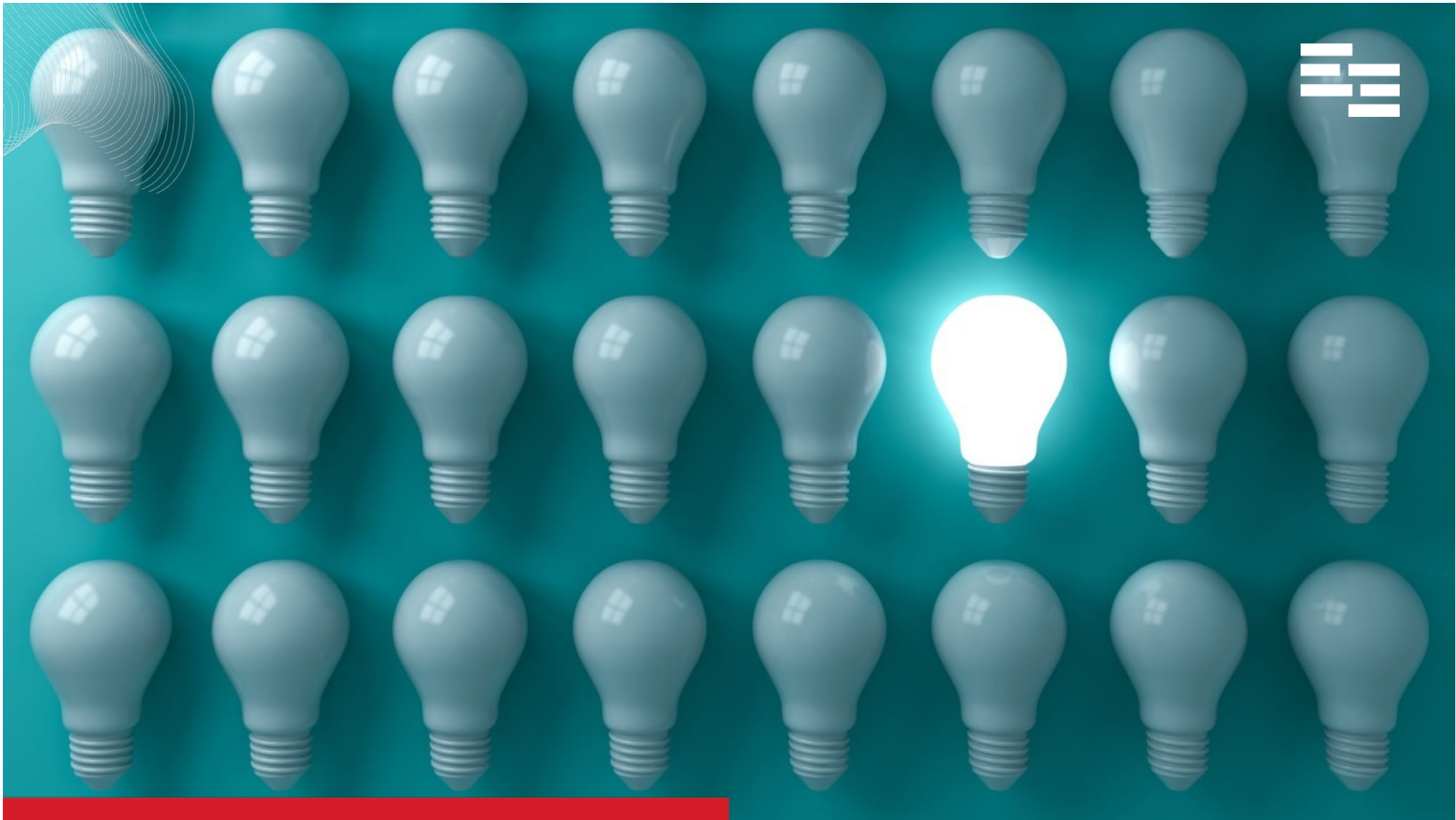
**B: 25%**

**C: 40%**

**D: 70%**

Source: AHA and Plos







## POP QUIZ

How much more likely are employees to report safety issues if they see at least one co-worker consistently speaking up?

**A: 24%**

**C: 35%**

**C: 50%**

**D: 60%**

Source: National Safety Council





65% of employees are more likely to adopt safe and ethical behaviours when they are modeled by colleagues and informal leaders, not just senior leaders.

*American Hospital Association*



Consistent role modelling at all levels has a 'ripple effect' where teams are 23% more likely to proactively support safety initiatives when they are observe them in their peers.

*Joint Commission*



**“If you think you’re too small to make a difference, you haven’t spent the night with a mosquito.”**

The Dalai Lama





Section 2

# TAKING ACTION





Insight + Action = Impact





70%







## TABLE REFLECTIONS

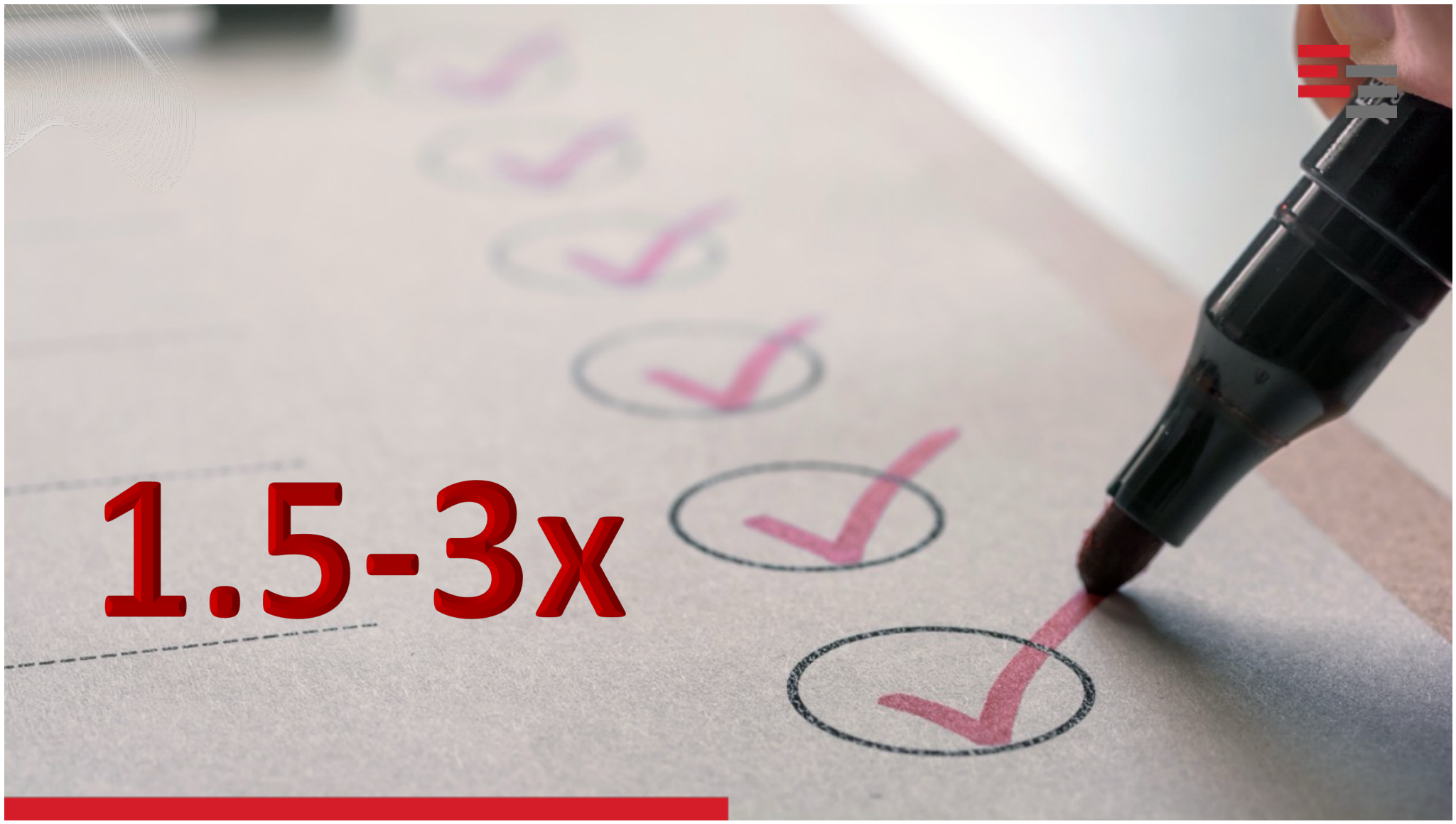
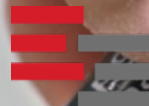
- What insights have you gained today?
- What is sticking with you from today's conversations?
- Talk at your tables and capture notes for yourself.





Insight + Action = Impact

**1.5-3x**





## ACTION PLANNING

- What is one thing you can do next week to influence safety culture at your workplace?





Section 3

# SUPPORTING BUY IN

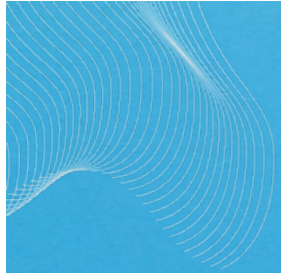


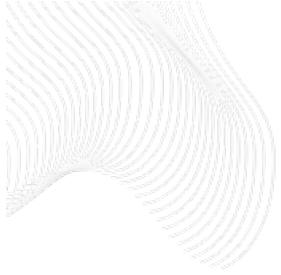


WHO WANTS CHANGE?



WHO WANTS TO CHANGE?





Signature \*







## POP QUIZ

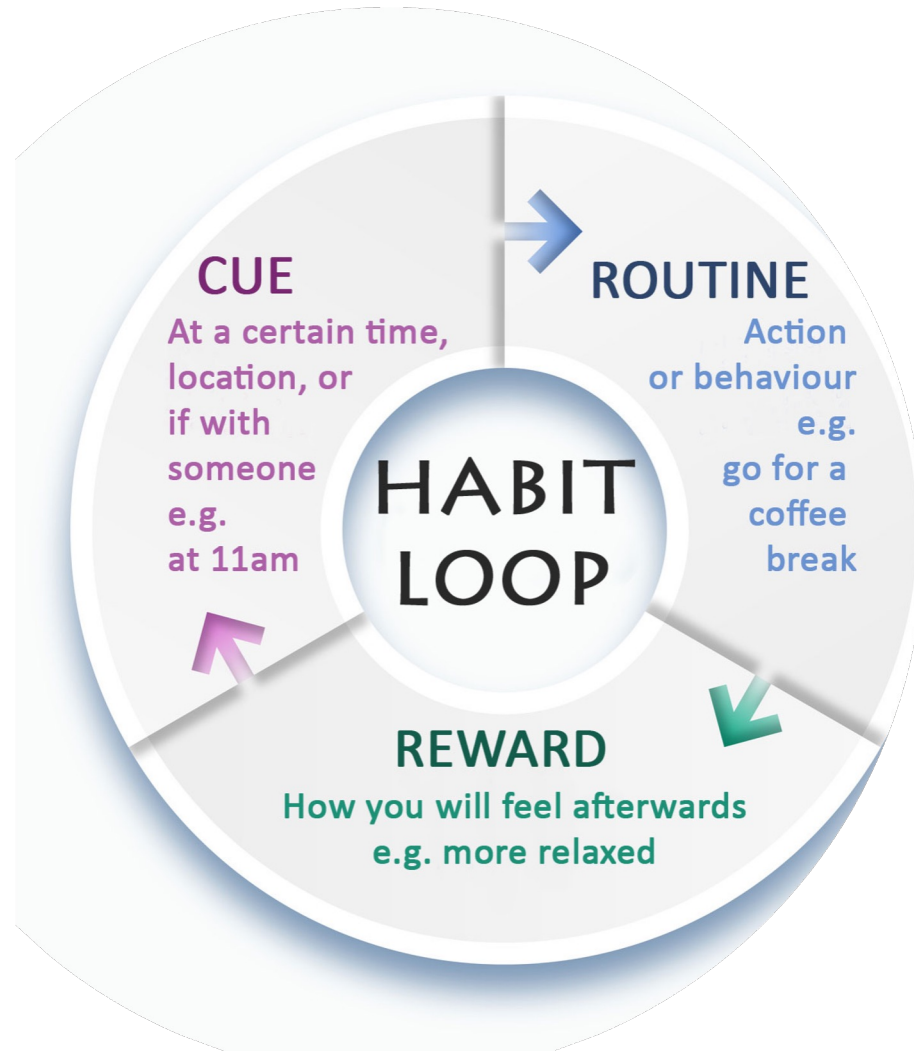
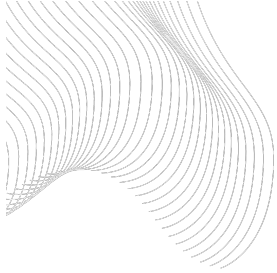
How long does it take for someone to form a habit?

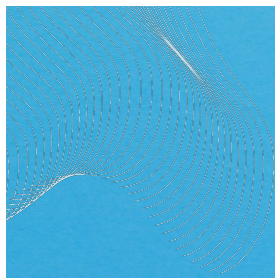
**A: 30 days/ 1 month**

**B: 3-6 months**

**C: It depends**

Source: Neuroleadership Institute







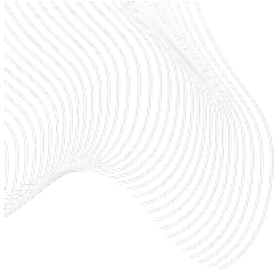
## POP QUIZ

What is stronger in your brain  
– the pros or the cons?

**A: The Pros**

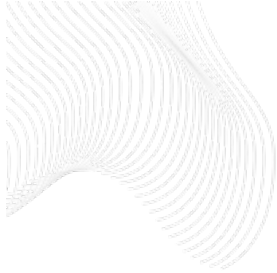
**B: The Cons**

Source: Neuroleadership Institute



**F**ear  
**O**f  
**I**maginary  
**N**egative  
**C**onsequences





Bang the drum!



Create/be a role model. Walk the talk.



Involve people and speak to their FOINCs!



Reward!  
Reward!  
Reward!



Don't stop too soon!





## DRIVING BUY IN

What can you do to support buy in in your organization?

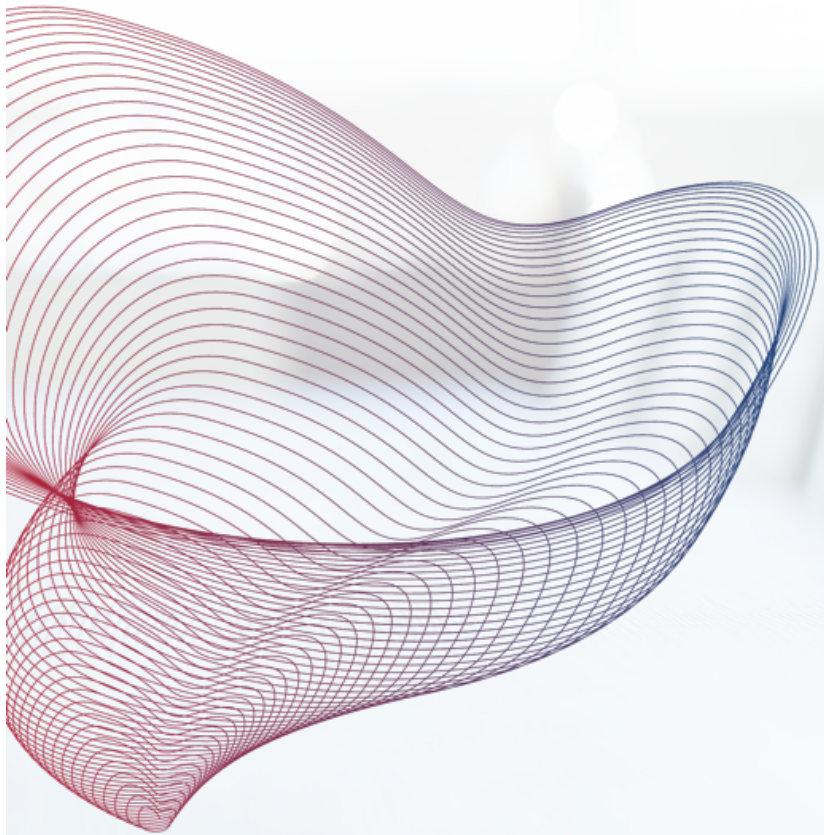




## SUMMARY

- ✓ Leadership is not about a position, its about mindset and behaviour
- ✓ Role modelling and peer influencing are critical
- ✓ Action drives change.
- ✓ What action will you take?





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**Engage. Enable. Empower.**

