MOVING THE NEEDLE

GROWING A POSITIVE SAFETY CULTURE

PRESENTED BY

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Safety Culture • Leadership Development • Operational Safety • Special Services

Safety Management Group • (317) 873-5064

GROWING A POSITIVE SAFETY CULTURE

Strategy. Tactics. Technology.

For more than 35 years, Safety Management Group has helped organizations strengthen safety performance through experienced people, practical solutions, and a commitment to continuous improvement.

Helping organizations build stronger safety systems, safer behaviors, and more resilient safety cultures.

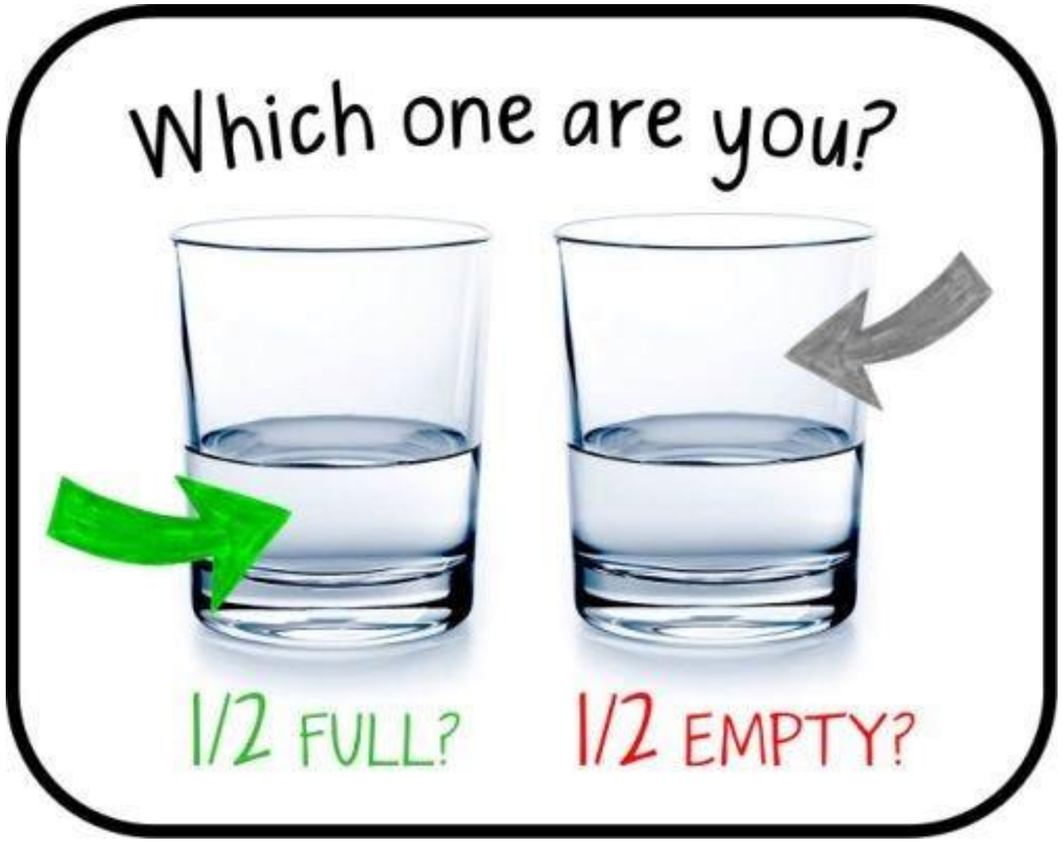
35+
YEARS OF EXCELLENCE
Safety leadership since 1991

500+
SAFETY PROFESSIONALS
Supporting clients and projects

3
COUNTRIES
United States • Canada • Mexico

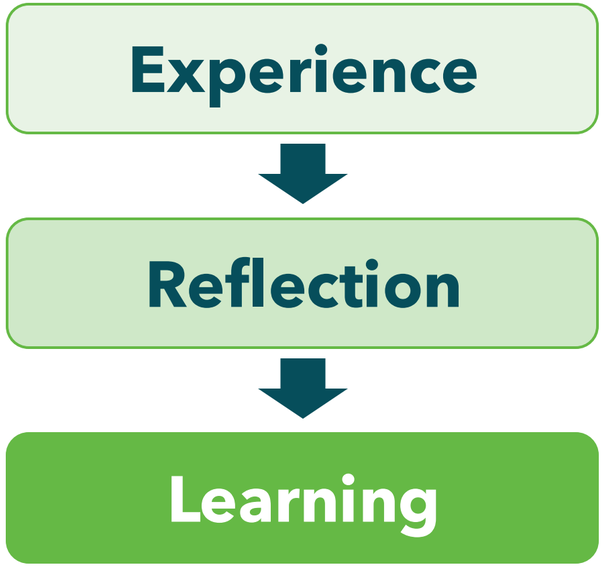
360°
FULL-SERVICE PARTNER
Field safety, training, programs, data

? QUESTION TIME



Is this glass half full or half empty?

BrainJuice



Experience matters—but only when we learn from it.

BRAIN TEASER

Can you find the the **mistake**?

1 2 3 4 5 6 7 8 9

BRAIN TEASER – ANSWER

Does this approach get
the job done?

Are we focusing on the right things?

What's the difference?

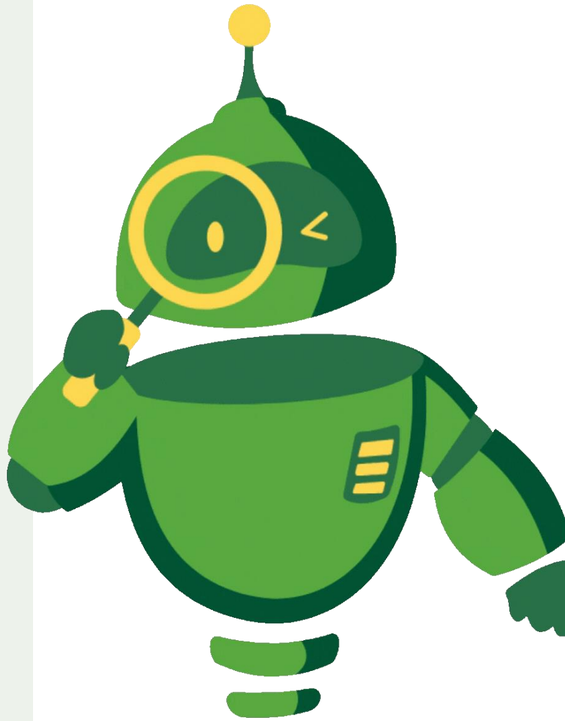
?

OR

What is the formula for change?

Let's explore the elements of the formula

HC + DS + M = G



The Periodic Table of the Elements

	1 IA 11A	1 IIA 2A	3 IIIB 3B	4 IVB 4B	5 VB 5B	6 VIB 6B	7 VIIB 7B	8 VIII 8	9 VIII 8	10 VIII 8	11 IB 1B	12 IIB 2B	13 IIIA 3A	14 IVA 4A	15 VA 5A	16 VIA 6A	17 VIIA 7A	18 VIIIA 8A
1	1.00794 **H** 1 Hydrogen 1312.0 2.20																	4.002602 **He** 2 Helium 2372.3
2	6.941 **Li** 3 Lithium 520.2 0.98	9.012182 **Be** 4 Beryllium 899.5 1.57											10.811 **B** 5 Boron 800.6 2.04	12.0107 **C** 6 Carbon 1086.5 2.55	14.0067 **N** 7 Nitrogen 1402.3 3.04	15.9994 **O** 8 Oxygen 1313.9 3.44	18.998403 **F** 9 Fluorine 1681 3.98	20.1797 **Ne** 10 Neon 2080.7
3	22.98976 **Na** 11 Sodium 495.8 0.93	24.3050 **Mg** 12 Magnesium 737.7 1.31											26.98153 **Al** 13 Aluminium 577.5 1.61	28.0855 **Si** 14 Silicon 786.5 1.90	30.97696 **P** 15 Phosphorus 1011.8 2.19	32.065 **S** 16 Sulfur 999.6 2.58	35.453 **Cl** 17 Chlorine 1251.2 3.16	39.948 **Ar** 18 Argon 1520.6
4	39.0983 **K** 19 Potassium 418.8 0.82	40.078 **Ca** 20 Calcium 589.8 1.00	44.95591 **Sc** 21 Scandium 633.1 1.36	47.867 **Ti** 22 Titanium 658.8 1.54	50.9415 **V** 23 Vanadium 650.9 1.63	51.9962 **Cr** 24 Chromium 652.9 1.66	54.93804 **Mn** 25 Manganese 717.3 1.55	55.845 **Fe** 26 Iron 762.5 1.83	58.93319 **Co** 27 Cobalt 700.4 1.91	58.6934 **Ni** 28 Nickel 737.1 1.88	63.546 **Cu** 29 Copper 745.5 1.90	65.38 **Zn** 30 Zinc 906.4 1.65	69.723 **Ga** 31 Gallium 578.8 1.81	72.64 **Ge** 32 Germanium 762 2.01	74.92160 **As** 33 Arsenic 947 2.18	78.96 **Se** 34 Selenium 941 2.55	79.904 **Br** 35 Bromine 1139.9 2.96	83.798 **Kr** 36 Krypton 1350.8
5	85.4678 **Rb** 37 Rubidium 403 0.82	87.62 **Sr** 38 Strontium 549.5 0.95	88.90585 **Y** 39 Yttrium 600 1.22	91.224 **Zr** 40 Zirconium 640.1 1.33	92.90638 **Nb** 41 Niobium 652.1 1.60	95.96 **Mo** 42 Molybdenum 684.3 2.16	(98) **Tc** 43 Technetium 702 1.90	101.07 **Ru** 44 Ruthenium 710.2 2.20	102.9055 **Rh** 45 Rhodium 719.7 2.28	106.42 **Pd** 46 Palladium 804.4 2.20	107.8682 **Ag** 47 Silver 731 1.93	112.441 **Cd** 48 Cadmium 867.8 1.69	114.818 **In** 49 Indium 558.3 1.78	118.710 **Sn** 50 Tin 708.6 1.96	121.760 **Sb** 51 Antimony 834 2.05	127.60 **Te** 52 Tellurium 869.3 2.10	126.9044 **I** 53 Iodine 1008.4 2.66	131.293 **Xe** 54 Xenon 1170.4 2.60
6	132.9054 **Cs** 55 Caesium 375.7 0.79	137.327 **Ba** 56 Barium 502.9 0.89	174.9668 **Lu** 71 Lutetium 523.5 1.27	178.49 **Hf** 72 Hafnium 658.5 1.30	180.9478 **Ta** 73 Tantalum 761 1.50	183.84 **W** 74 Tungsten 770 2.36	186.207 **Re** 75 Rhenium 700 1.90	190.23 **Os** 76 Osmium 840.0 2.20	192.217 **Ir** 77 Iridium 880 2.20	195.084 **Pt** 78 Platinum 870 2.28	196.9665 **Au** 79 Gold 890.1 2.54	200.59 **Hg** 80 Mercury 1007.1 2.00	204.3833 **Tl** 81 Thallium 589.4 1.62	207.2 **Pb** 82 Lead 715.6 2.33	208.9804 **Bi** 83 Bismuth 703 2.02	(210) **Po** 84 Polonium 812.1 2.00	(210) **At** 85 Astatine 900 2.20	(220) **Rn** 86 Radon 1037
7	(223) **Fr** 87 Francium 380.0 0.7	(226) **Ra** 88 Radium 509.3 0.90	(262) **Lr** 103 Lawrencium 470	(261) **Rf** 104 Rutherfordium 580	(262) **Db** 105 Dubnium	(266) **Sg** 106 Seaborgium	(264) **Bh** 107 Bohrium	(277) **Hs** 108 Hassium	(268) **Mt** 109 Meitnerium	(271) **Ds** 110 Darmstadium	(272) **Rg** 111 Roentgenium	(285) **Cn** 112 Copernicium	(284) **Uut** 113 Ununtrium	(289) **Fl** 114 Flerovium	(228) **Uup** 115 Ununpentium	(292) **Lv** 116 Livermorium	**Uus** 117 Ununseptium	(294) **Uuo** 118 Ununoctium

138.9054 **La** 57 Lanthanum 538.1 1.10	140.116 **Ce** 58 Cerium 534.4 1.12	140.9076 **Pr** 59 Praseodymium 527 1.13	144.242 **Nd** 60 Neodymium 533.1 1.14	(145) **Pm** 61 Promethium 540	150.36 **Sm** 62 Samarium 544.5 1.17	151.964 **Eu** 63 Europium 547.1	157.25 **Gd** 64 Gadolinium 593.4 1.20	158.9253 **Tb** 65 Terbium 565.8	162.500 **Dy** 66 Dysprosium 573 1.22	164.9303 **Ho** 67 Holmium 581 1.23	167.259 **Er** 68 Erbium 589.3 1.24	168.9342 **Tm** 69 Thulium 596.7 1.25	173.054 **Yb** 70 Ytterbium 603.4
(227) **Ac** 89 Actinium 499 1.10	232.0380 **Th** 90 Thorium 587 1.30	231.0358 **Pa** 91 Protactinium 508 1.50	238.0289 **U** 92 Uranium 597.6 1.38	(237) **Np** 93 Neptunium 604.5 1.36	(244) **Pu** 94 Plutonium 584.7 1.28	(243) **Am** 95 Americium 578 1.30	(247) **Cm** 96 Curium 581 1.30	(247) **Bk** 97 Berkelium 601 1.30	(251) **Cf** 98 Californium 608 1.30	(252) **Es** 99 Einsteinium 619 1.30	(257) **Fm** 100 Fermium 627 1.30	(258) **Md** 101 Mendelevium 635 1.30	(259) **No** 102 Nobelium 642 1.30

Atomic mass — 1.00794 — 1 — Atomic number
Chemical symbol — H
Name — Hydrogen
1312.0 — First ionization energy
2.20 — Electonegativity

HC + DS + M = G

Element 1: Human Choice (HC)

HC + DS + M = G

First Element: Human Choice (HC)

Psychology of Human Choice

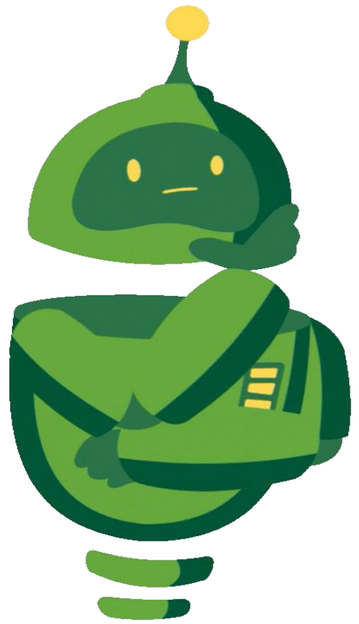
Choice is the ability to decide between two or more options.

Our choices are shaped by:

- → **learned experience and subconscious patterns**
- → **what motivates us in the moment**
- → **the needs we are trying to satisfy**

How many **“Choices”** have you already made today ?

GETTING READY



Let’s play a quick game.

Choices Exercise

choose one

?

Right OR Left

Choices Exercise

choose one

?

Black OR White

Choices Exercise

choose one

?

Coffee

OR

Energy Drink

Choices Exercise

choose one

?

Being Injured

OR

Not Being Injured

Choices Exercise

Did everyone make the same choice every time?

Different choices reflect different experiences, motivations, and needs.

HC + DS + M = G

Element 2:
Defined Systems (DS)

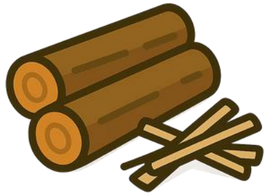
A strong safety culture is never accidental. It requires sustained effort, commitment, and care.

Safety principle

HC + DS + M = G

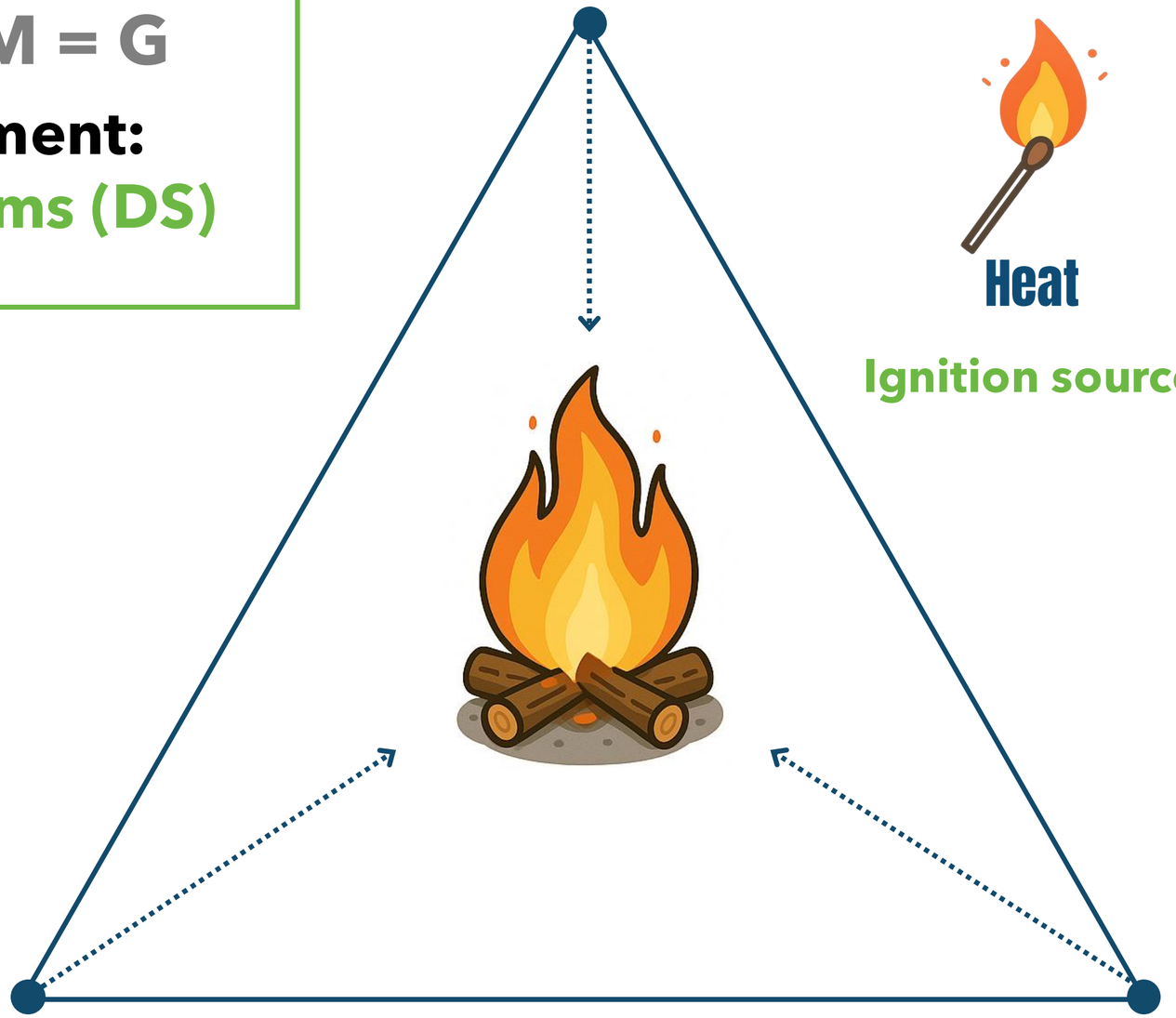
Second Element:

Defined Systems (DS)



Fuel

Materials



Heat

Ignition source

Oxygen

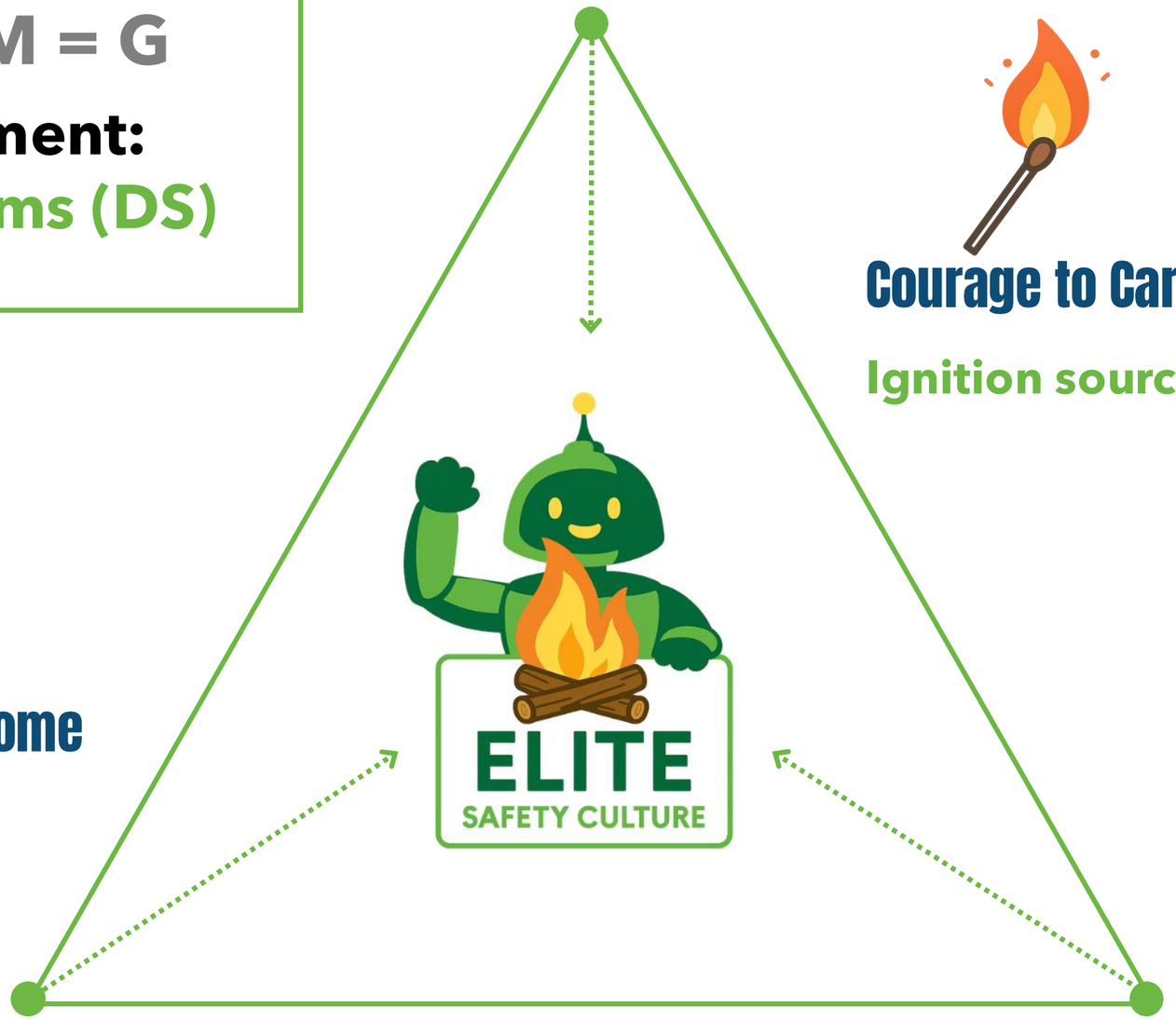
Atmosphere

A fire requires all three elements

HC + DS + M = G

Second Element:

Defined Systems (DS)

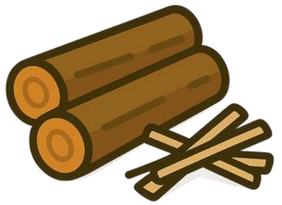


Courage to Care

Ignition source

Strength to Overcome

Atmosphere



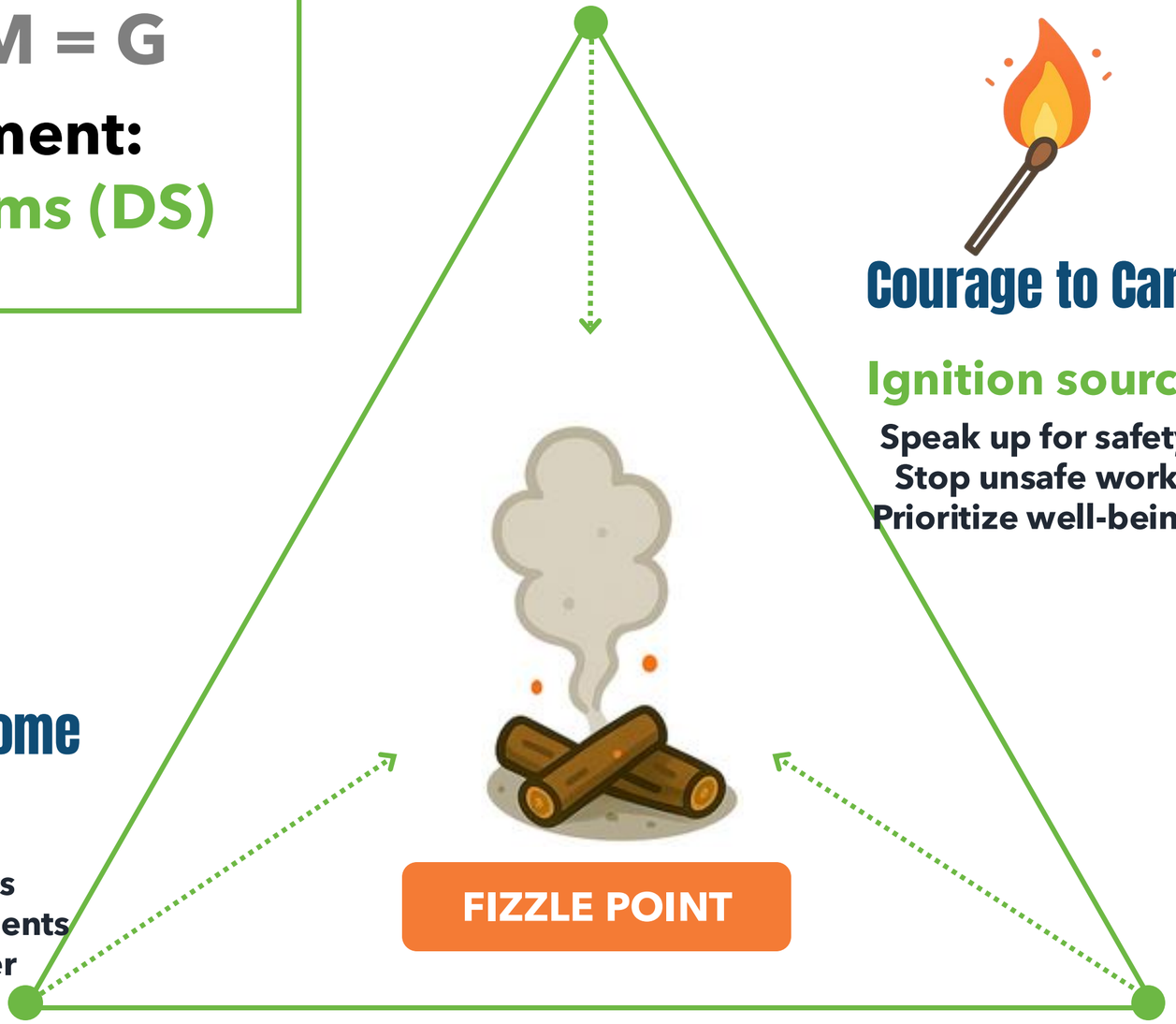
Desire to Learn

Materials

Safety culture also depends on all three

HC + DS + M = G

Second Element:
Defined Systems (DS)



Courage to Care

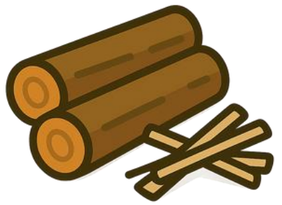
Ignition source

Speak up for safety
Stop unsafe work
Prioritize well-being

Strength to Overcome

Atmosphere

Respond to setbacks
Adapt to new requirements
Support one another



Desire to Learn

Materials

Engage in training
Share best practices
Improve continuously

If one behavior fades, the whole system weakens

All three must stay active to sustain an elite safety culture.

ELITE
SAFETY CULTURE

Smoke is an early warning—act before the fire goes out

In safety culture, warning signs include:

– Disengaged teams and employees

– Weak or inconsistent communication

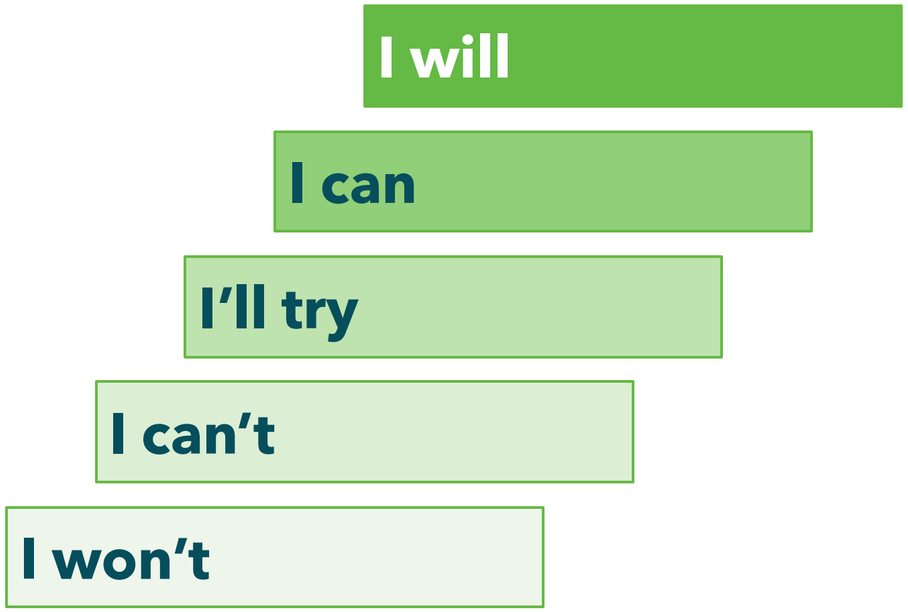
– Unclear leadership and accountability

Without consistent care, performance fades.

Like a campfire...

Safety culture is not self-sustaining.

Motivation is the willingness to take the next step.



HC + DS + M = G

Element 3: Motivation (M)

If it is important to you, you will find a way. If not, you will find an excuse.

HC + DS + M = G

Element 3: Motivation (M)

What are you focused on?

OR

HC + DS + M = G

Element 3: Motivation (M)

Three practices help organizations become safety great

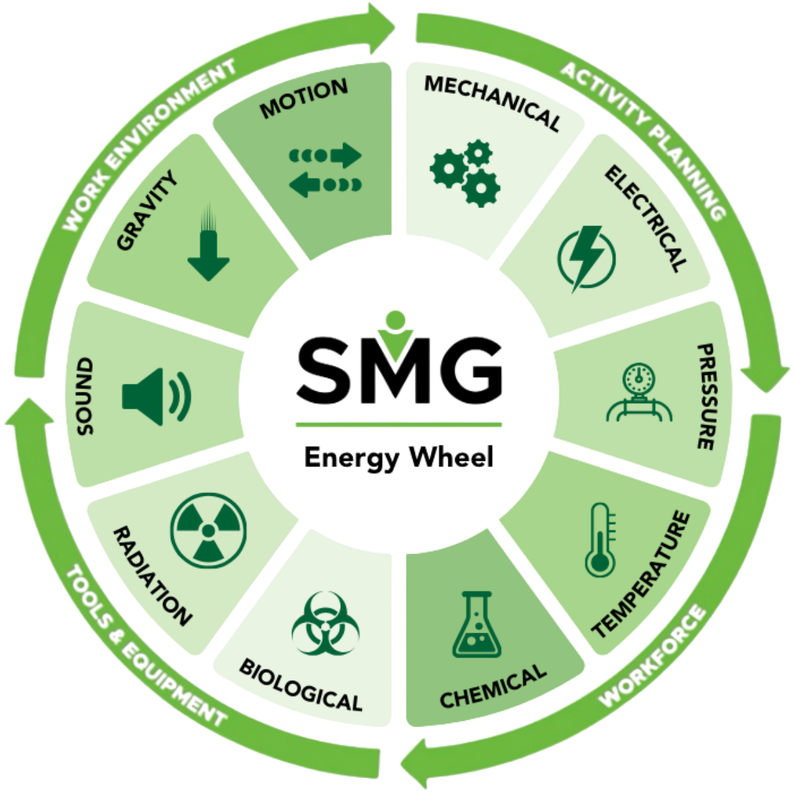
- Strive for zero harm
- Anticipate potential failures
- Shift from lagging to leading indicators

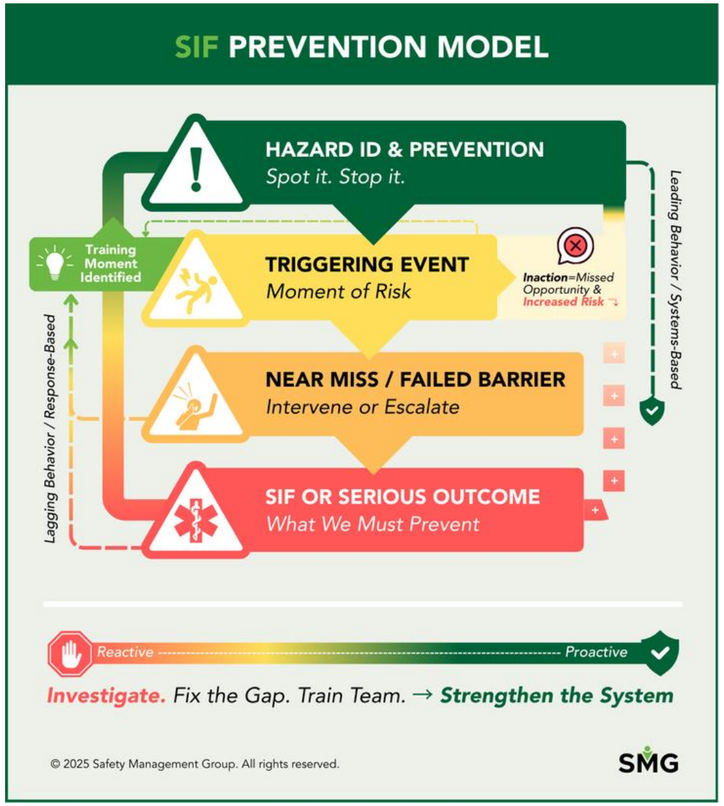
How leading organizations achieve greatness

Leading organizations stay alert to failure and reform systems—not symptoms.

SMG Empowering Safety

Proactive Tools for Better Results





Knowledge Check

Can you recall the formula?

HC (Human choice) + DS (defined system) + M (motivation) = G (greatness)

SMG

READY TO MOVE THE NEEDLE?

One conversation can turn today's ideas into a practical next step.

LET'S CONTINUE THE CONVERSATION

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