



June 12-18, 2017

Management Leadership

Establish a Visible Presence to Promote Safety and Health

What Is It?

Management leadership is a demonstrated commitment at the highest levels of an organization to safety and health. It means that business owners, executives, managers, and supervisors make safety and health a core organizational value, establish goals, provide resources, and set a good example. Because managers and workers take their cues from leadership, it's important that all leaders throughout an organization show a visible commitment to safety and health.

How Do You Do It?

You can show management leadership during Safe + Sound Week by **establishing a visible presence to promote safety and health**. The following are a few suggestions and resources to get you started. You can select one of these activities or choose a different [activity to show management leadership](#) in your organization.



- Walk the floor:** Walk a different work area each day during Safe + Sound Week and make safety part of your daily conversations with workers. During your walk, observe what is happening, talk directly with your workers about safety, and keep an open mind about what they say and suggestions that they have for safety and health improvements. This should not be an inspection. It is an opportunity for you to learn from your workers and show them that you care about their safety.
- Host a short safety moment/meeting:** Call workers together at the beginning of each shift. Deliver your message about the importance of safety and health in the workplace and remind workers about your organization's safety policies and reporting procedures. You might also want to talk about upcoming trainings, improvements in safety, or an injury or near miss that recently occurred. To reach workers in other locations, you can consider hosting a virtual meeting.
- Spot safety successes:** Become an "Undercover Boss" who takes the time to notice when workers meet or exceed safety and health goals (e.g., reporting close calls/near misses, attending non-mandatory training, conducting inspections). Provide unexpected, positive recognition on-the-spot or in employee communications for the proactive safety measures you encounter each day of Safe + Sound Week. Publicizing a safety success is a great way to show the organization what you value.
 - [Recognize Workers or Teams for Contributions to Workplace Safety](#)
- Or, create your own activity!**

How Do You Make It Effective?

Start at the top: Have the highest-level executive/leader/manager available lead the meeting, walk the floor, or recognize workers.

Lead by example: Wear proper personal protective equipment (PPE) and follow safety rules as appropriate for the work area.

Make it personal: Explain why safety is important to you. Consider sharing a story about how you or someone you know has been hurt on the job and how it affected them and their family.

Be inclusive: Ensure all shifts, buildings, and departments can participate in the activity.

Follow through: Stay engaged and work to implement solutions for the challenges and hazards identified.

Log lessons learned: Record observations and notes on what you see, hear, and experience.

Show Your Commitment to Safety and Health

Remember to share your commitment to a safe and healthy workplace with all involved in your operations, including workers, contractors, customers, suppliers, and other stakeholders. Here are a few ways to do that:

- Create a “to do” list of outstanding safety items to address/improve upon in break rooms or on your intranet site.
- Tell people what you saw, what you learned, and what has changed in your next company newsletter or communication to workers.
- Compare notes among different locations or shifts to encourage communication and cooperation throughout the organization.
- Include examples of your commitment to safety in public materials, such as websites, brochures, and annual reports.

Visit the Safe + Sound Campaign website to learn more about [management leadership](#).