



Advocacy. Tailored Insurance Solutions. Peace of Mind

Building a Strong Safety Culture From Foundation to Sustainability

A Comprehensive Guide for Leaders and Teams





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Agenda

1 What Is Safety Culture?

2 Instilling Safety Culture

3 Developing Safety Culture

4 Sustaining Safety Culture

What Is Safety Culture?



Defining Safety Culture

What it really means in practical terms

Safety Culture is

The shared values, beliefs, attitudes, and behaviors that determine how safety is perceived, prioritized, and practiced in your organization—every single day.



It's not what's written
in your policy
manual



It's what people do
when no one is
watching



It's how decisions are
made when safety
and productivity
conflict



It's whether
employees feel safe
speaking up about
hazards

Common Myths About Safety Culture

What safety culture is NOT

Myth
#1

REALITY

“Safety is the safety department's job“

Safety is everyone's responsibility, from the CEO to frontline workers.

Myth
#2

REALITY

“More rules equal better safety“

Culture beats compliance. Engaged people make better decisions than rulebooks.

Myth
#3

REALITY

“Zero incidents means great safety culture“

Sometimes it just means people aren't reporting. True safety culture encourages transparency.

Leading vs. Lagging Indicators

How to measure your culture for effectiveness

LAGGING INDICATORS

What already happened

- Injury rates
- Lost time incidents
- Workers' comp claims
- Fatalities

Reactive—damage is done

LEADING INDICATORS

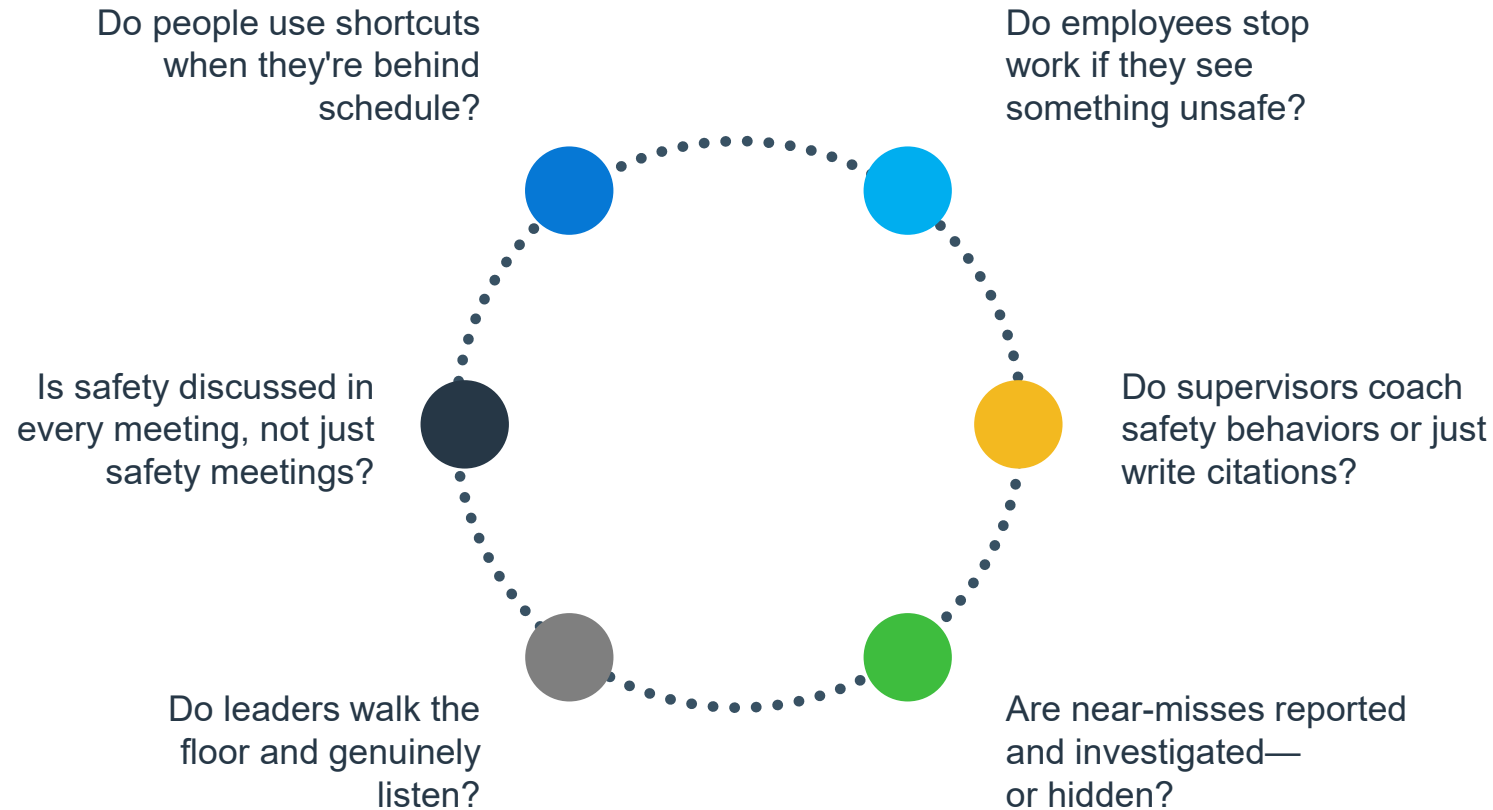
What predicts safety

- Near-miss reports
- Safety observations
- Training completion
- Hazard corrections
- Employee engagement

Proactive—prevents incidents

How Culture Shows Up Daily

Real behaviors that reveal your safety culture



Remember

Culture is revealed in the small, everyday choices people make—not in policy documents.

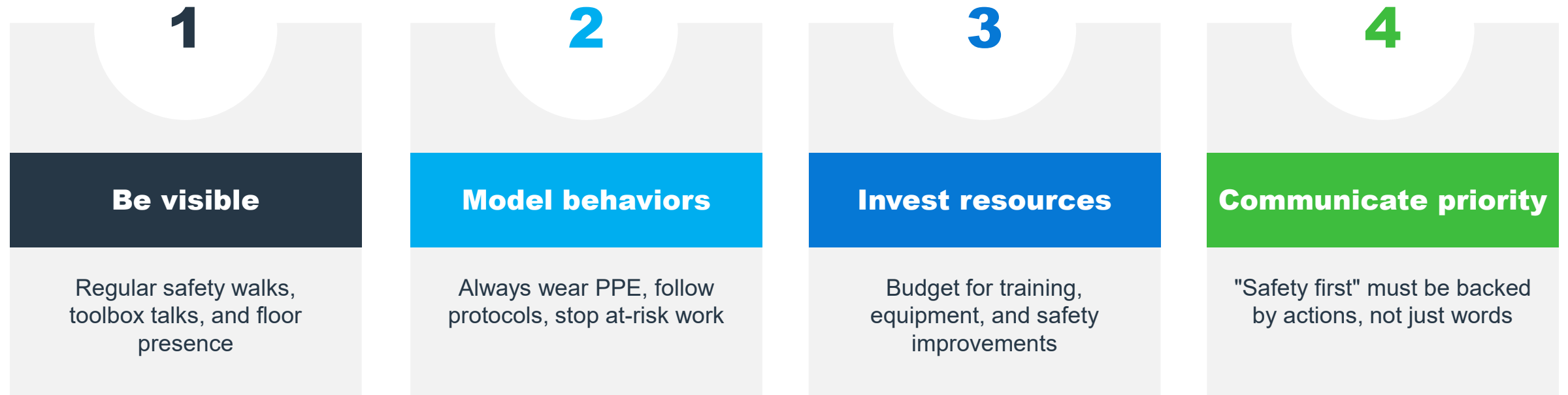
Instilling Safety Culture

Laying the Foundation



Leadership Commitment & Visibility

Safety starts at the top

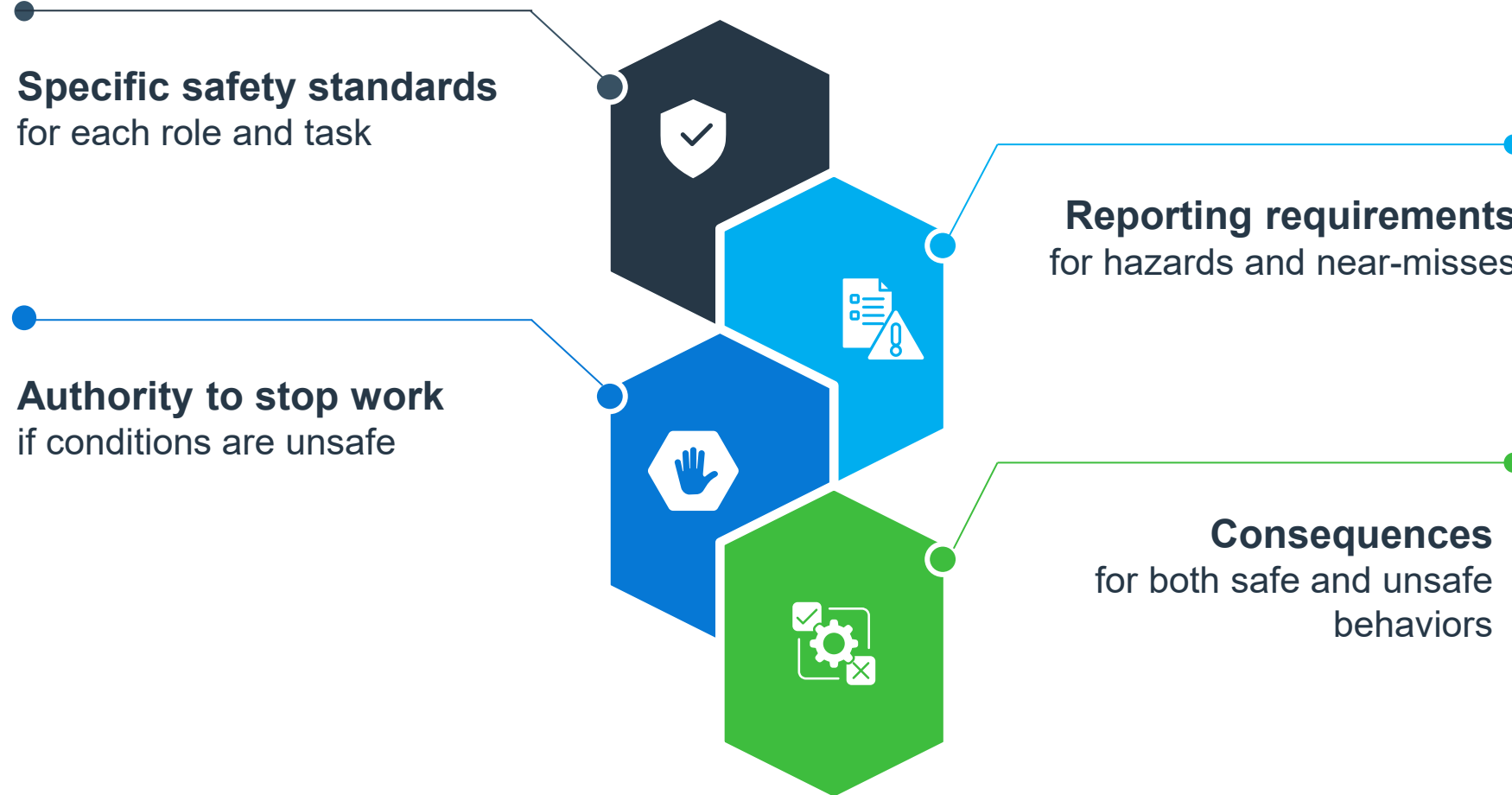


Critical Truth

Employees watch what leaders do, not what they say. If leadership shortcuts safety, the culture will too.

Setting Clear Expectations

Everyone must know what's expected



Accountability Framework

Hold everyone accountable—from executives to entry-level employees. Accountability builds credibility and trust.

Building Trust & Psychological Safety

Creating an environment where people speak up

Employees can report hazards without fear of retaliation

Mistakes are treated as learning opportunities, not punishments

Questions and concerns are welcomed and acted upon

Everyone's voice matters regardless of position or tenure

Key Insight

People won't speak up if they fear blame. A just culture—one that distinguishes honest mistakes from recklessness—is essential.



Employee Involvement from Day One

Engagement drives ownership

Safety committees

Include frontline workers in decision-making

Hazard identification

Workers know the job best—listen to them

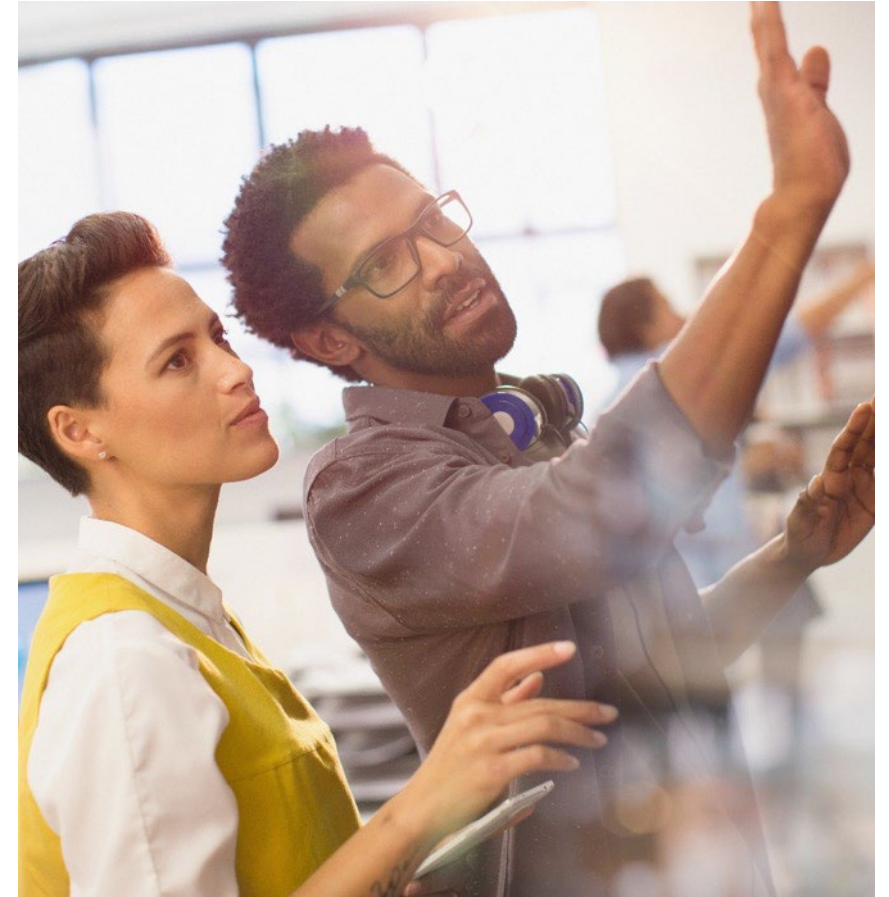
Solution development

Involve employees in creating safety improvements

New hire onboarding

Emphasize safety culture from orientation

Pro Tip: When employees help design safety solutions, they're more likely to follow them and hold peers accountable.



Aligning Safety with Company Values

Safety isn't separate—it's integrated



Include safety metrics in performance reviews for all levels

Tie operational goals to safety outcomes (quality, efficiency, and safety together)

Celebrate safety wins alongside production milestones

Make safety part of your brand and competitive advantage

Bottom Line: When safety is woven into daily operations—not treated as an add-on—it becomes sustainable.

Developing Safety Culture

From Awareness to Ownership



Empowering Employees to Speak Up



Action Item:

When employees help design safety solutions, they're more likely to follow them and hold peers accountable.

Coaching vs. Policing Behaviors

The mindset shift that changes everything

POLICING APPROACH

- Focuses on catching violations
- Emphasizes punishment
- Creates fear and hiding
- "Gotcha" mentality

COACHING APPROACH

- Focuses on understanding why
- Emphasizes learning
- Creates openness and improvement
- "How can we help?" mentality

Supervisor Training

- Teach leaders to ask "What made that seem like the right choice?" instead of "Why didn't you follow the rule?"

Job Hazard Analysis & Employee Input

Let workers lead the risk assessment

1

Break down each job into steps with workers who do the job

2

Identify potential hazards at each step together

3

Develop controls collaboratively—not top-down mandates

4

Review and update JHAs regularly based on real experience

Best Practice

Use toolbox talks to review JHAs before high-risk tasks. Make it a discussion, not a lecture.

Near-Miss Reporting & Learning Culture

Turning close calls into opportunities

Celebrate near-miss reports—
they prevent actual injuries

Investigate thoroughly
to find root causes,
not scapegoats

Share lessons learned
across teams and shifts

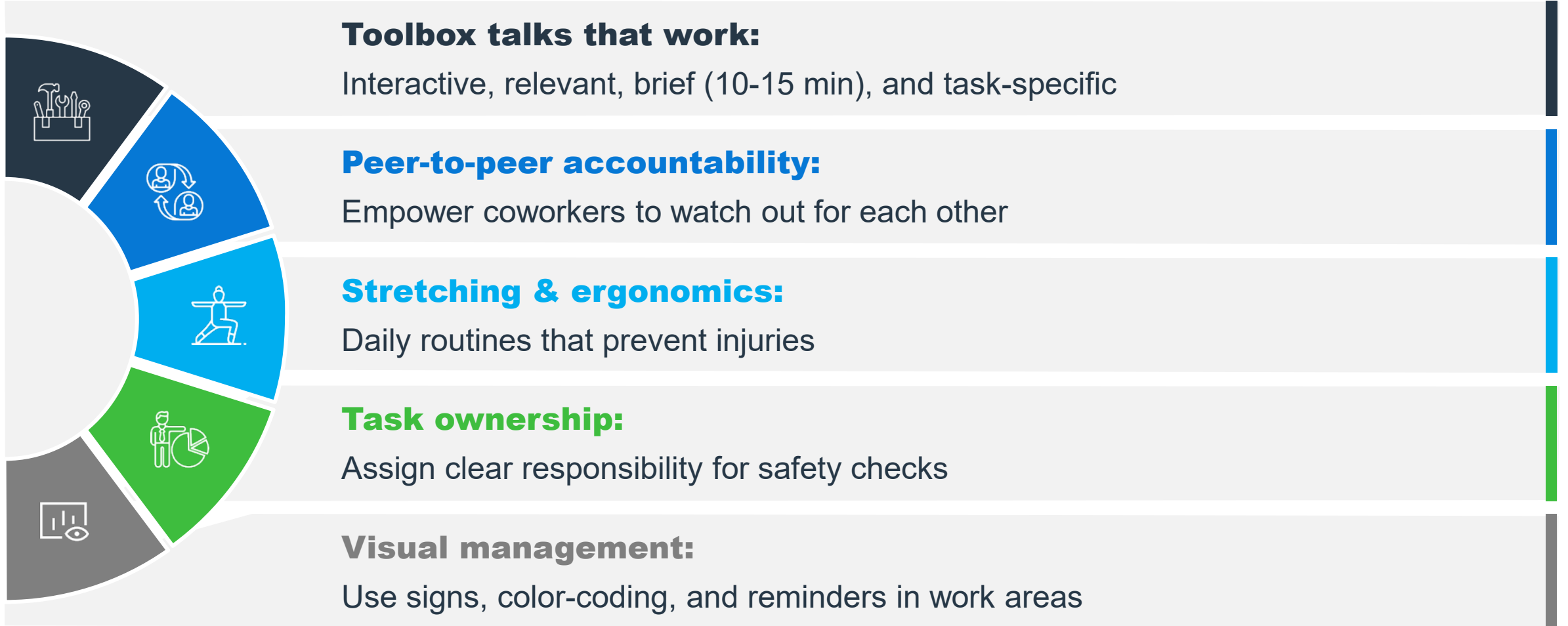
Close the loop
by showing what actions were taken

Culture Indicator

High near-miss reporting usually means high trust. Low reporting often means incidents are hidden—not absent.

Practical Tools & Tactics

Making safety part of everyday work



Sustaining Safety Culture

Making It Stick



Making Safety Culture Stick

Preventing regression and complacency

Leadership consistency

All leaders must walk the talk—
no exceptions

Recognition programs

Celebrate safe
behaviors consistently

Adapt with growth

Evolve safety practices as your
business changes

Measure leading indicators

Track behaviors that predict safety,
not just outcomes

Accountability at all levels

Address unsafe behaviors
promptly and fairly

Avoid "check-the-box" fatigue

Keep safety meaningful, not
bureaucratic

Common Pitfalls & How to Avoid Them

Learn from these frequent mistakes

Over-reliance on rules

Culture beats compliance. Focus on behaviors, not just procedures.

Inconsistent leadership messaging

Mixed messages destroy trust. Leaders must be aligned.

Lack of follow-through after incidents

If nothing changes after an incident, people stop reporting.

Ignoring employee feedback

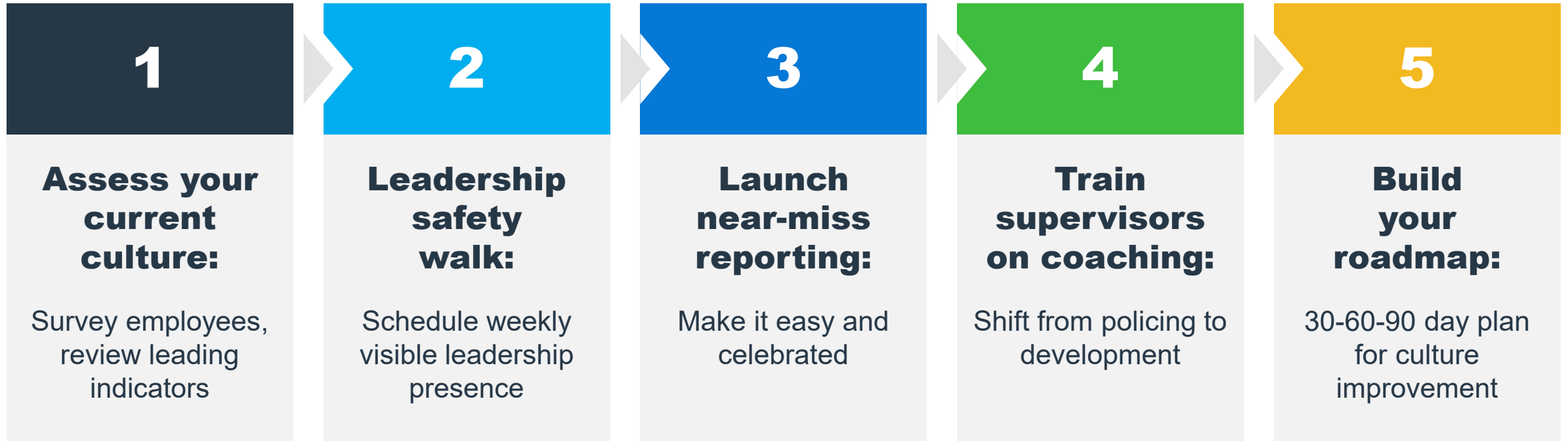
Asking for input then doing nothing kills engagement.

Remember

Small inconsistencies erode culture faster than you can build it.

Action Steps & Takeaways

What to do starting Monday



Resources

Safety culture assessment tools

Leadership training programs

Peer benchmarking opportunities

Thank you

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