

Driving Safety Forward with Kindness

With Bryan McWhorter



Values influence
perception and
direct our
actions. What
do you value?

**Do you value kindness? People?
Are you focused on the coffee or the
cup?**



“Many communicate but few connect.” – Dr. John Maxwell

Why use kindness to drive safety?

- The science in support of kindness as a means of connection and source of health and well being is well documented.
- We are social beings, and we tend not to care about what someone knows until we know how much they care.
- The best of what people have to offer is only given voluntarily.
- It is difficult to be kind to ourselves if we are not kind to others.

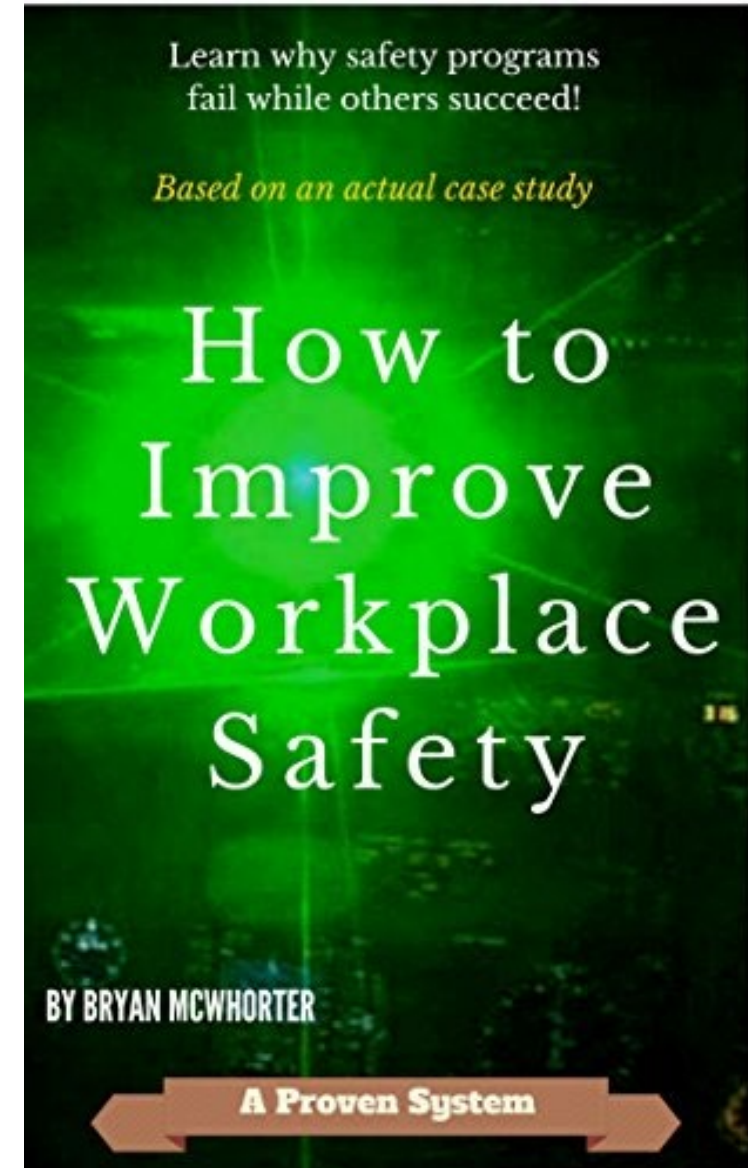
Kindness is a prerequisite to safety.

In the moment, we are driven by:

- **Feelings**
- **Emotions**
- **Impulses**

Safety Turn Around:

- 1967 -Worlds largest florescent light factory opens.
- 2008 - One of the highest injury rates for Philips's factories globally.
- 2009 – We kicked off a new safety campaign
 - We committed to making safety are number 1 priority.
 - We wanted the workforce to be responsible for safety.
- 2009 – Cut incident rate in half and did it again in 2010.
- 2011 – Received a global safety award and I present on safety in Aruba and Ireland.



How are we doing with safety?

The [Bureau of Labor Statistics](#) reported a total of 5,333 fatal work injuries in 2019, which represents the highest number of workplace fatalities since 2007. Meanwhile, private industry employers reported 2.8 million nonfatal workplace injuries and illnesses.

There were 4,764 fatal work injuries recorded in the United States in 2020, a 10.7-percent decrease from 5,333 in 2019

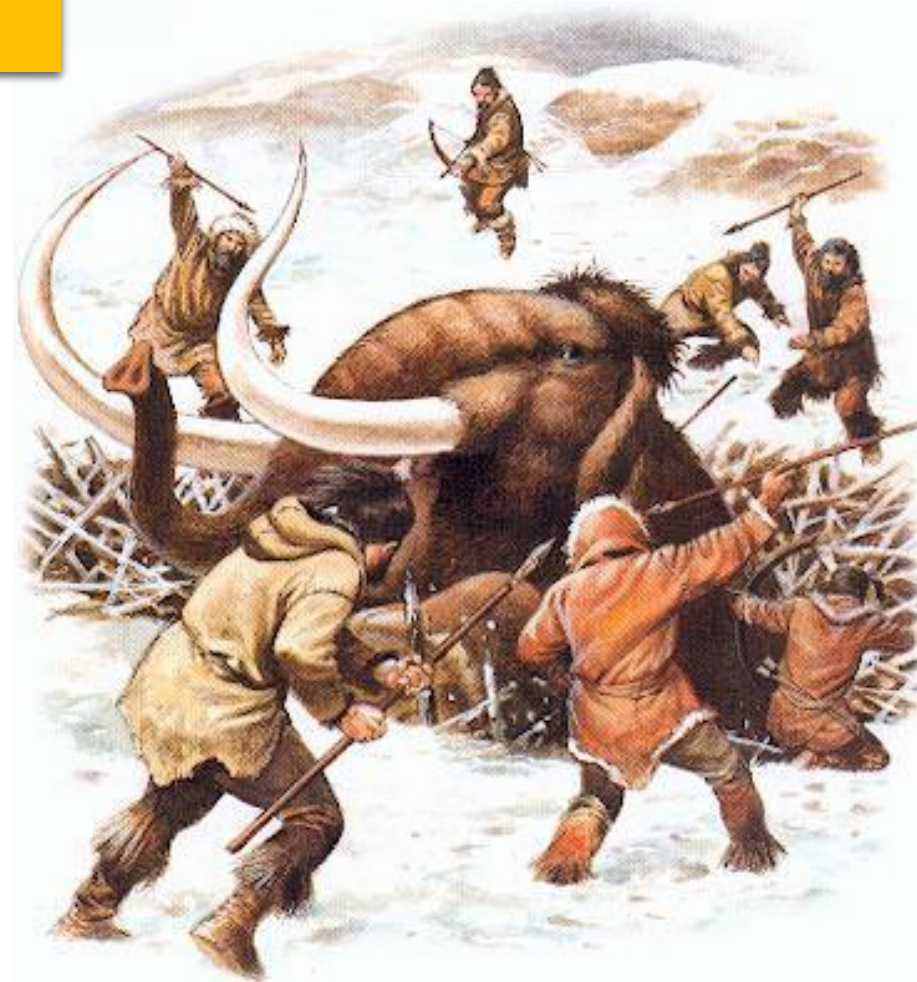
Fun fact: No football coach in history has ever had to convince his team to want to win a game.

Why do we take so many risks? Why do people get hurt?

We are risk takers!

- Genetic....
- We do not walk away from danger; we move towards it.

GET-R-DONE !



We deal with conflicting metrics and goals when it comes to safety.

- People do not want to get hurt ...but they do not want to fail.
- We will often put ourselves at risk physically to protect ourselves emotionally.

The Motivational Triad

- 1. the pursuit of rewards.**
- 2. the avoidance of pain.**
- 3. the conservation of energy.**

Dangerous behavior can become normal. Its just how we work.



Fear drives the news, but it is the exception and not the rule.

Approximately 90% of all media news is negative

- Sensationalist stories form 95% of media headlines nowadays
- Media reports with negative news or statistics catch 30% more attention.
- 26.7% of people exposed to negative news go on to develop anxiety issues.
- 63% of kids aged 12-18 say that watching the news makes them feel bad.

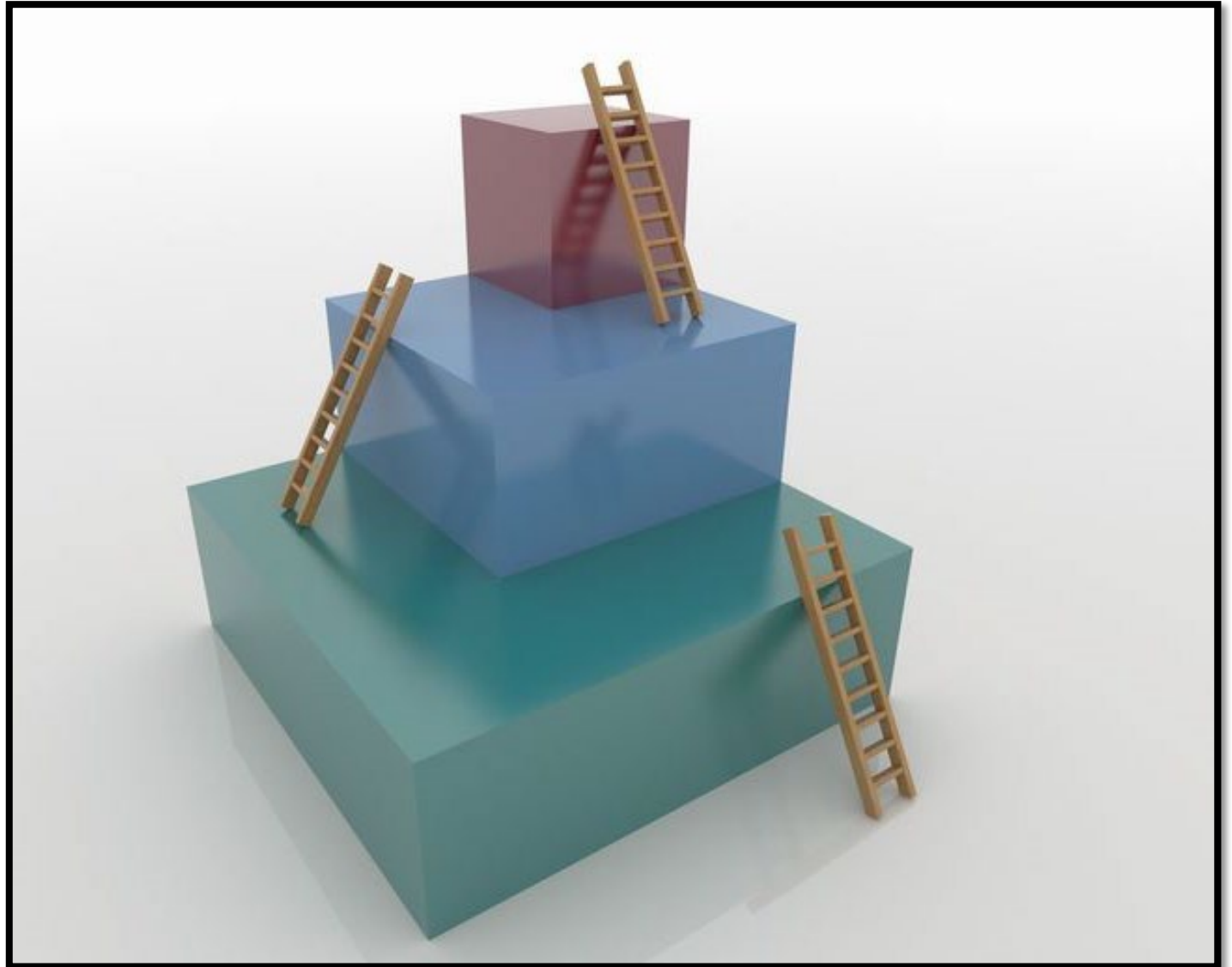
It is hard to be kind when you are filled with anxiety, or fear.

The Three Levels of Safety

1. Emotional Safety
2. Professional Safety
3. Physical Safety

The three questions people ask about anyone before following them:

1. Do they like me?
2. Can I trust them?
3. Will they help me?



A Healthy Team is an Expanded Brain

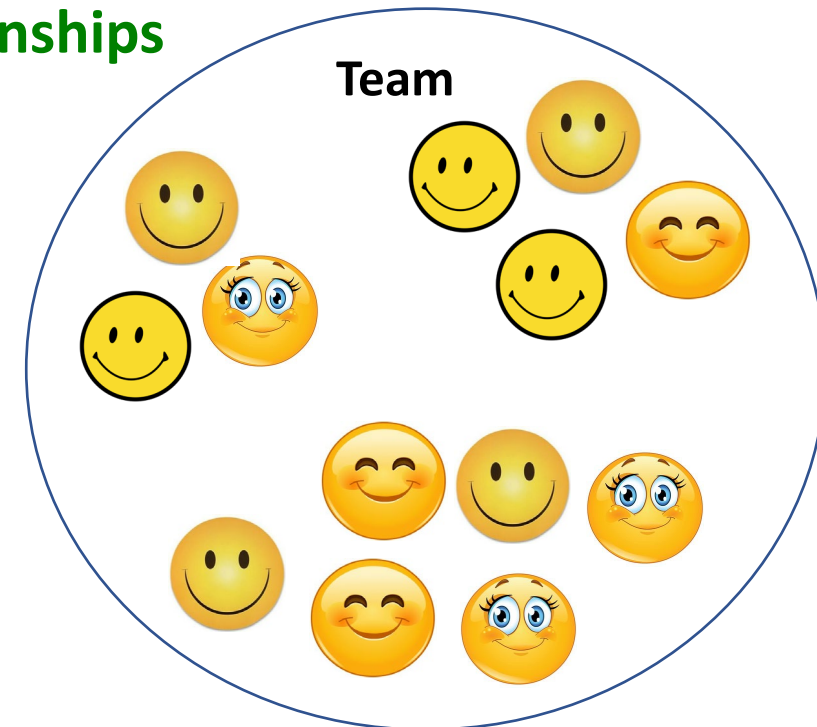
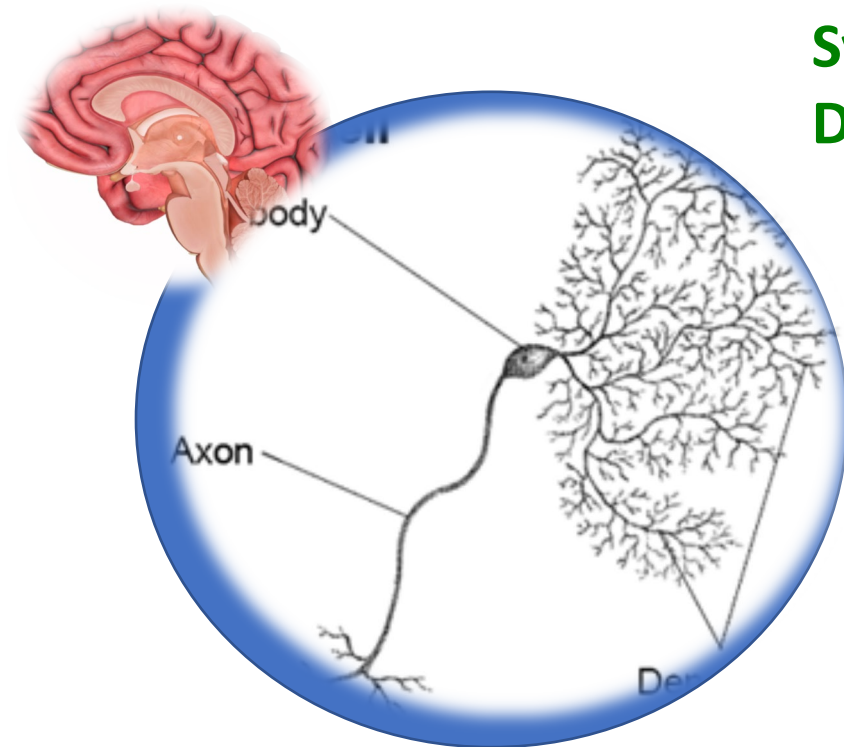
- The brain and teams have much in common.
- We have a deep need to connect with others and control our lives.
- We are social beings, designed to work in groups. (Teams, tribes, communities, etc.)
 - If you don't have formal teams, you have informal ones called cliques.

Neurons – people

Synapse – communication, relationships

Dendrites – collaboration

- Dopamine
- Adrenaline
- Oxytocin
- Serotonin
- Cortisol



Choose being kind over being right. I would rather be kind than be right.



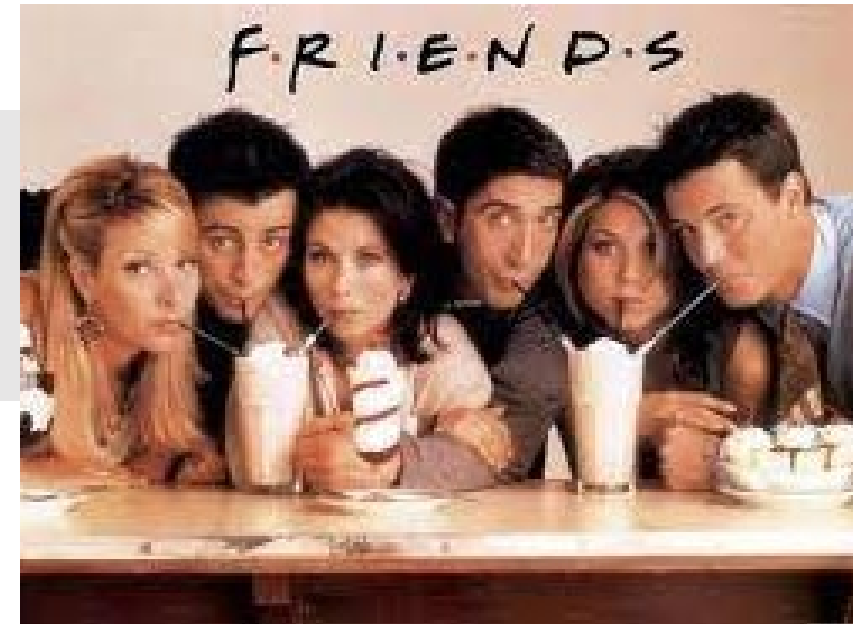
There are three phases of life:

1. Dependent: We are all born dependent and if not for others, we die.
2. Independent: This is achieved when we can pay for our own Netflix account.
3. Interdependent: We realize that we need others and with collaboration we can achieve more.

There are two core benefits for being part of a team:

1. Protection
2. Amplification of effort

When did you feel fully protected and accepted?



Driving Safety Forward with Kindness Recap

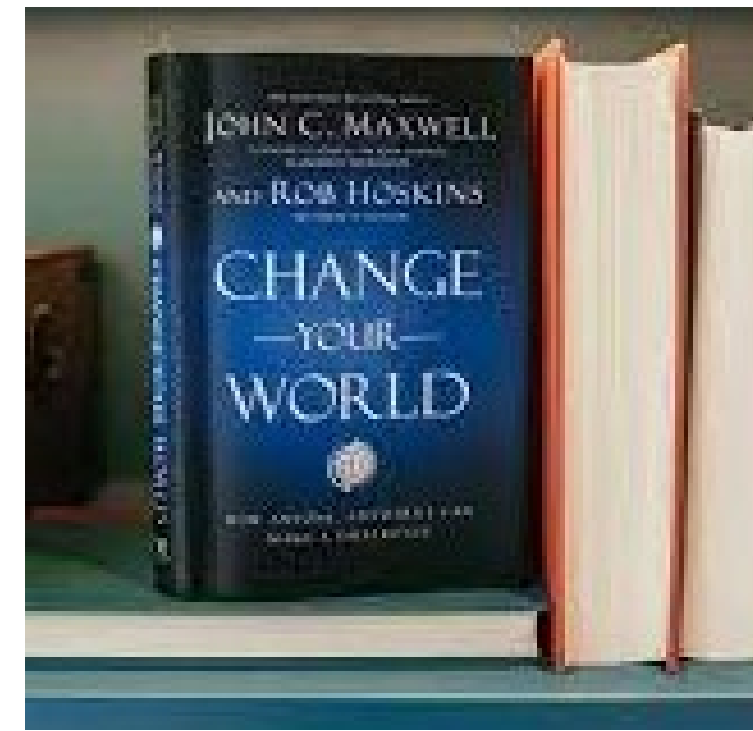
- It is challenging to keep people safe at work.
- We live in a world that can seem to be quite negative.
- Withholding kindness, will make safety and all initiatives more difficult.
- Kindness is a prerequisite for sustainable safety. It establishes connection.
- Kindness is a powerful force which can drive safety and all initiatives forward.



How to drive change



Dr. John C. Maxwell
#1 New York Times
Bestselling Author, Coach,
and Speaker



Formula for driving change:

1. Learn and live good values
2. Value others
3. Collaborate with others to drive positive change

90% of accidents are caused by a behavior.
Behavior Based Safety is a program designed to influence employee actions toward safer outcomes.

Paul O'Neal believe safety must come first.

O'Neill was chairman and CEO of the [Pittsburgh](#) industrial giant [Alcoa](#) from 1987 to 1999 and retired as chairman at the end of 2000.

72nd [United States Secretary of the Treasury](#)

"I would like to talk to you about worker safety."

He was dedicated to making Alcoa a "Zero accident company."

During the 13 years he was with Alcoa the revenue increased five-fold. The market value of the company went from 3 billion to 27 billion.



“It’s a win/win... being respectful and being successful go hand in hand. Is it possible to be successful without respect for people? Sure... for a while. But is that sustainable?”



Three questions all employees should say yes to:

1. Can I say every day I am treated with dignity and respect by everyone I encounter without respect to my pay grade, or my title, or my race, or ethnicity or religious beliefs or gender?
2. Am I given the things I need – education, training, tools, encouragement – so I can make a contribution to this organization that gives meaning to my life?
3. Am I recognized for what I do by someone I care about?”



Science of Kindness

Live Vest Inside is an organization dedicated to promoting kindness.

Performing acts of kindness –

- **Releases serotonin**
 - Relaxes you
 - Makes you feel happy
- **Releases oxytocin**
 - The cuddle hormone
 - Reduces blood pressure
 - Immediate calming affect
 - Promotes social bonding
 - Increases trust and generosity
 - Increases virility
 - Makes you feel more loving and loved
- **Endorphins**
 - Reduce pain (our natural form of morphine)



Generous people have 2 X the amount of DHEA, which slows down ageing.

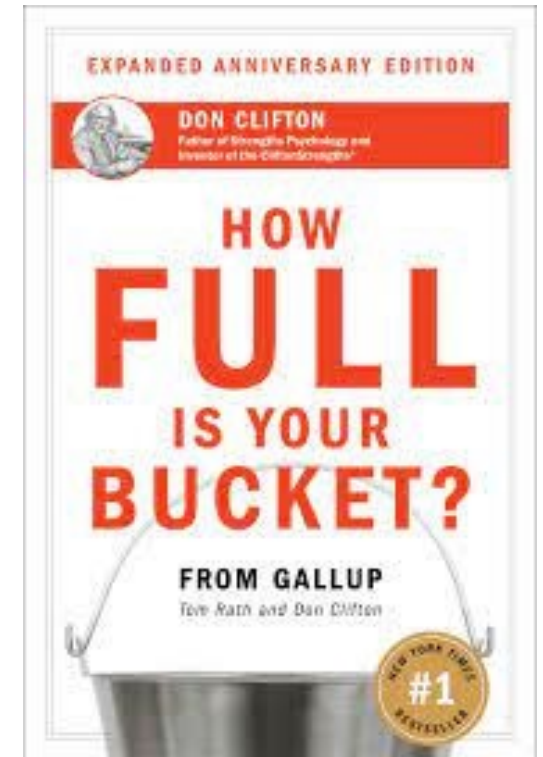
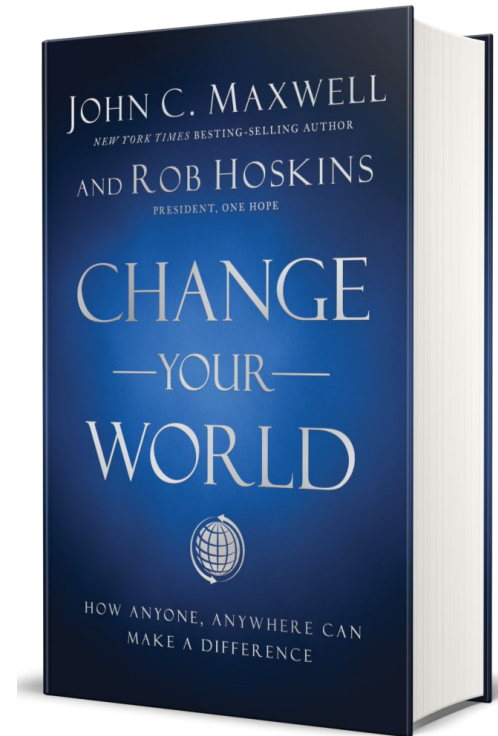
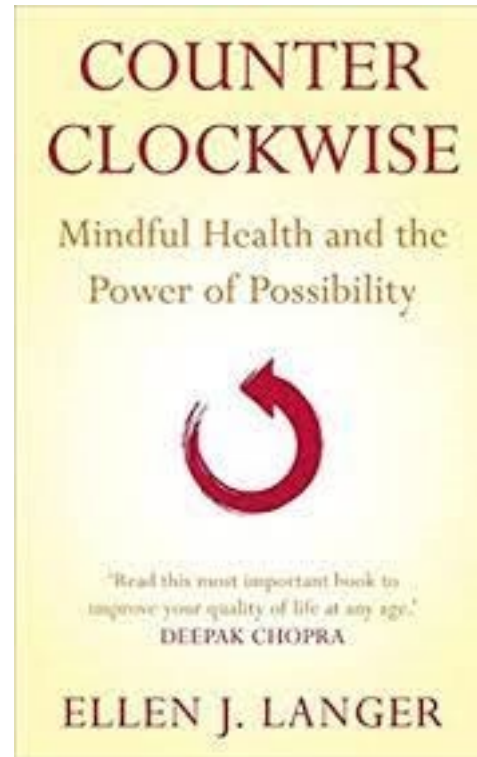
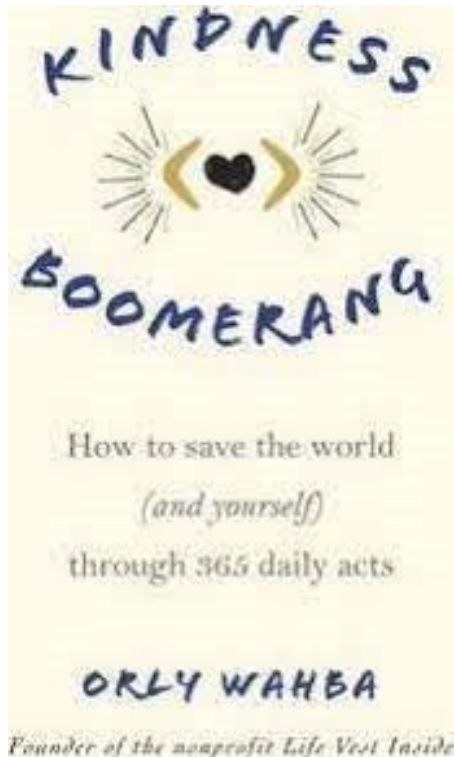
Studies have verified that people who are kind, generous and have a positive attitude on life live longer.

Actions we can take to be more kind:

- Choose to do one random act of kindness every day.
 - Add this to your activity list and write it down.
- Treat everyone with the same level of respect.
- Follow the Change Your World formula (Dr. John Maxwell)
 - Learn and adopt good values
 - Value others and add value to others
 - Work with others to drive positive change
- **Model the behavior you want to see from others and follow the “Golden Rule.”**
- Choose to be available as much as successful.
- Use the three levels of safety (Emotional, professional, physical)
- Be kind to yourself. (Put your own oxygen mask on first.)

The Science of Kindness

- One act of kindness done daily can reduce anxiety, depression, and you receive the same hormones as the person you helped which increase your happiness and sense of health and well being.
- This also reduces cortisol which is a stress hormone.



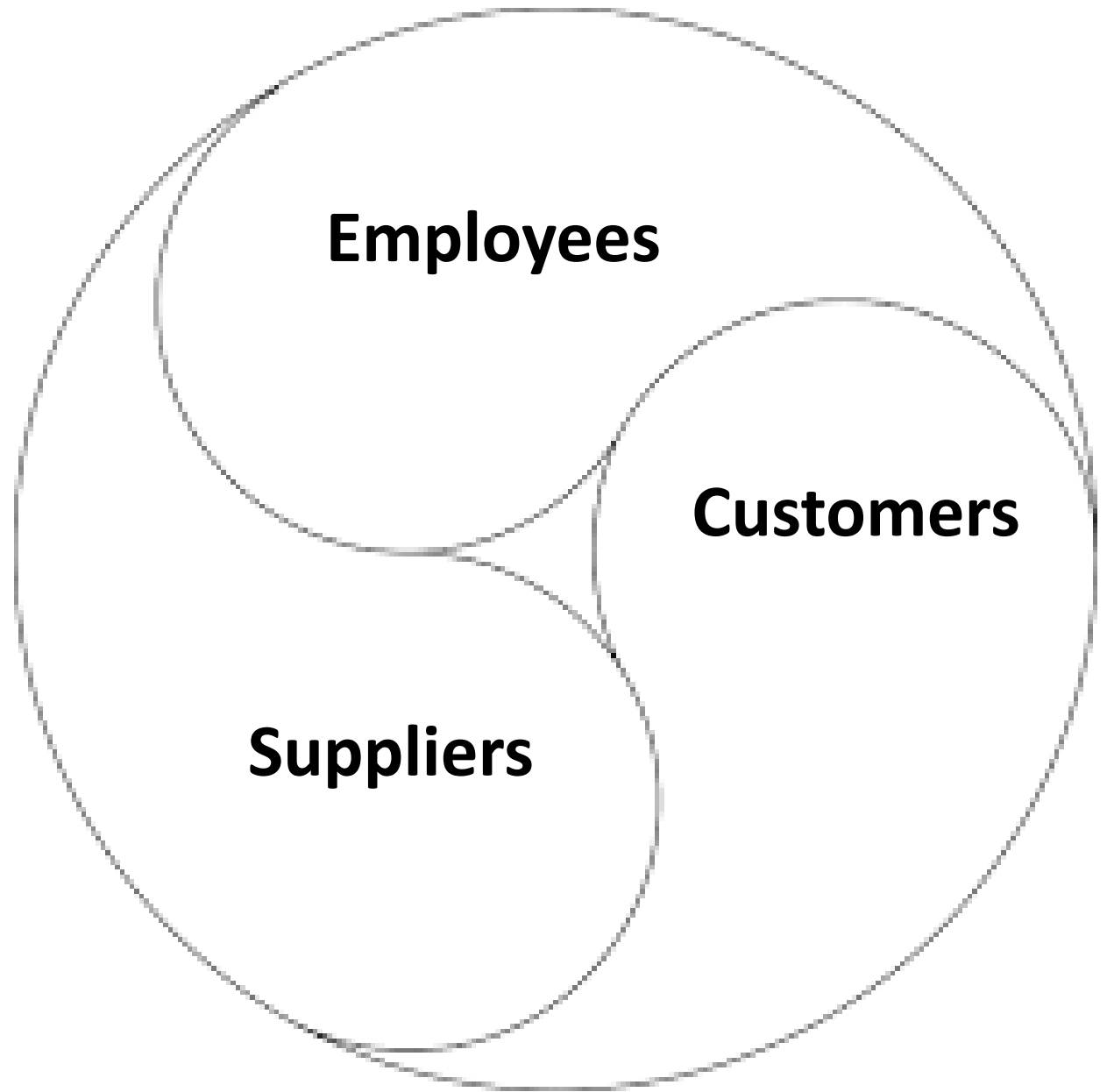


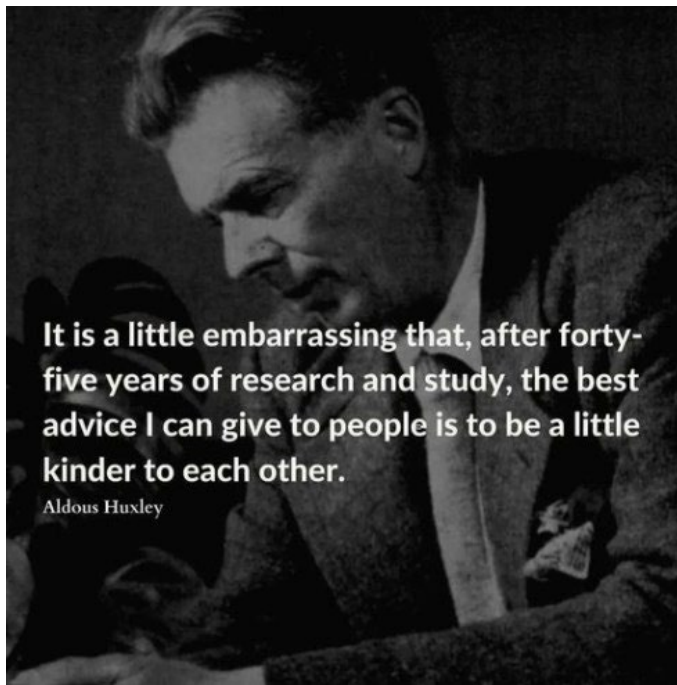
Who you are matters more than what you know.

The word “character” comes from the Greek word for engraved mark.

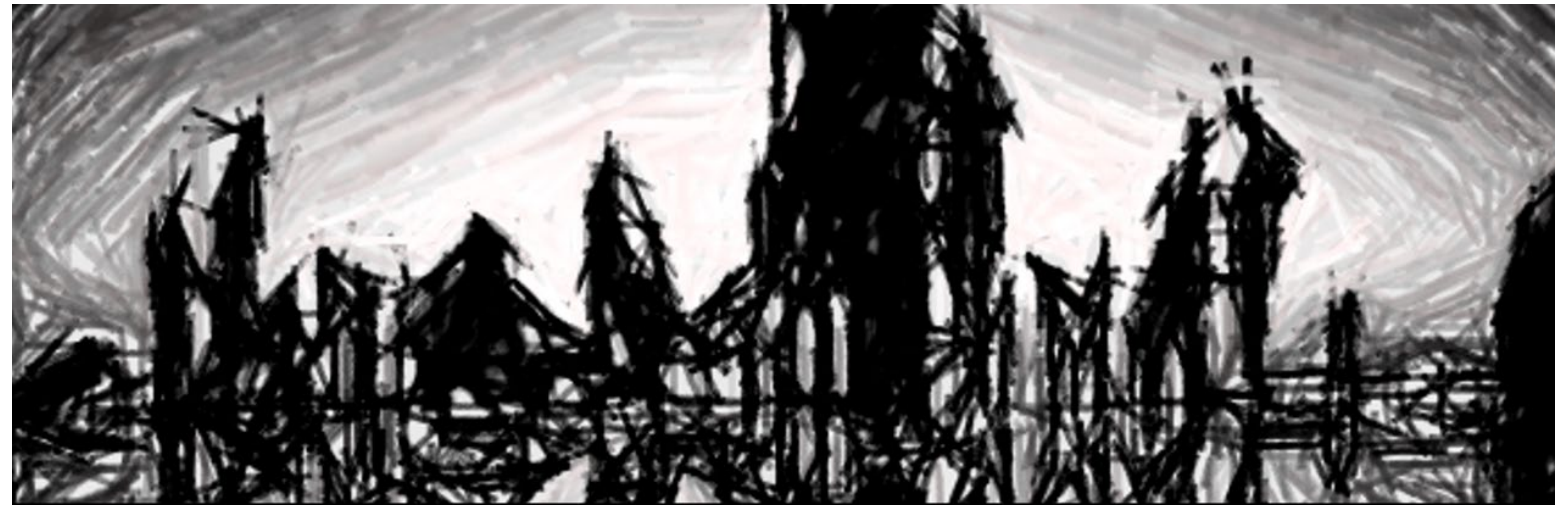
- What do you stand for?

All
businesses
are in a 3-
part
symbiotic
relationship





1. We can give kindness: Show others we care about them.
2. We can withhold kindness: This sends that message that we do not care about others. We are indifferent.



Definition of Evil: The belief that one person is worth more than another person.

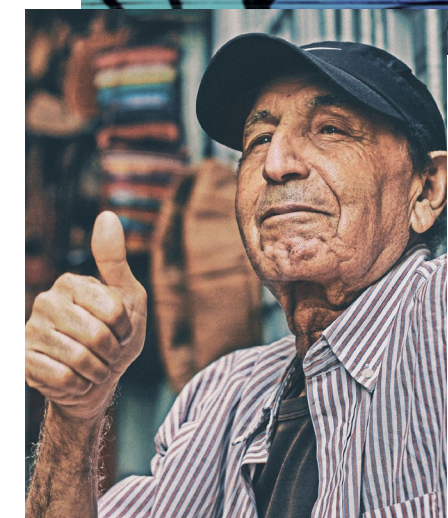
Show others we care about them. Adopt kindness as a value.

When others know you care about them, then they will believe you care about their safety and they will care about yours.





Of
Kindness



**What
If?**
You create a
culture of
caring?



Kindness is the
key.

Driving Safety Forward with Kindness

Thanks for spending time with me
today.

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