

Safety Super Powers -

Do you have the power to Influence



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**How to get
People to do the
“Safety Things”
you need them
to do?**





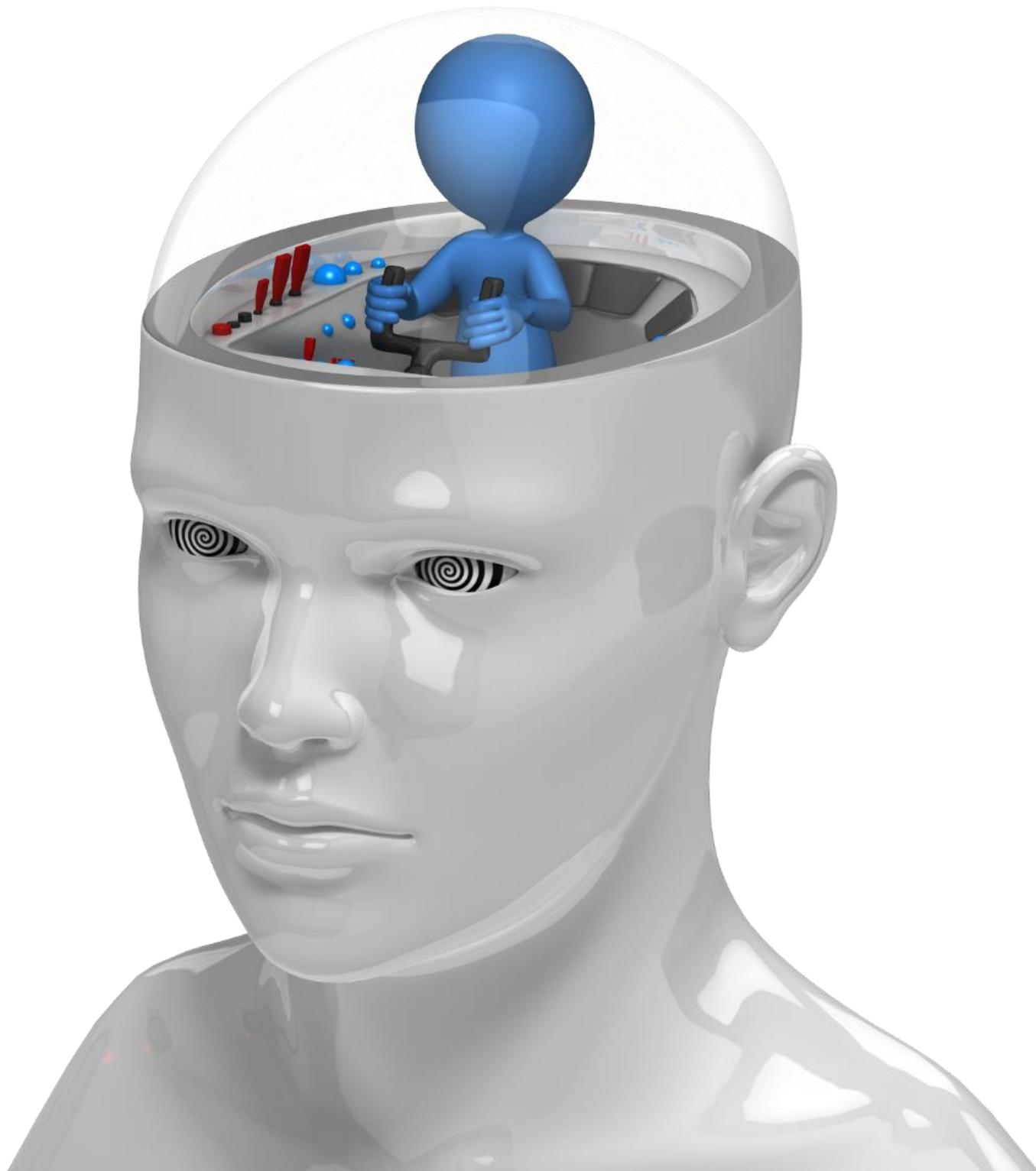
Individual, Group, & Organizational Decisions Contribute















NOPE.













**How Do We Get People to
Do the “Safety” Things
We Need Them to do?**

We Can Use our Superpowers of Influence!

We Can Use our Superpowers of Influence!

Need to Get their Attention

Need them to Listen & Understand

Need to call them to Action



**I have to Know
their Definitions
to talk their
language & find
out what
motivates them**

The image consists of three side-by-side panels, each showing the back of a light-skinned mannequin head. The heads are positioned against a dark blue background. The panels are separated by thin vertical lines. The text labels are centered on the back of each head. The entire image is framed by a thick red border at the top and bottom.

style

soldier

survivor

What affects our definitions,...

- Dependent on your personal thoughts,...experiences,... history,... attitude,.. what you have been exposed to,...what you value,.....
- Our definitions – how we see the world affect how we act or react,...what we choose to do or not do

When you Think of Family,...

When you Think of Good Times,.....

What affects our definitions,...

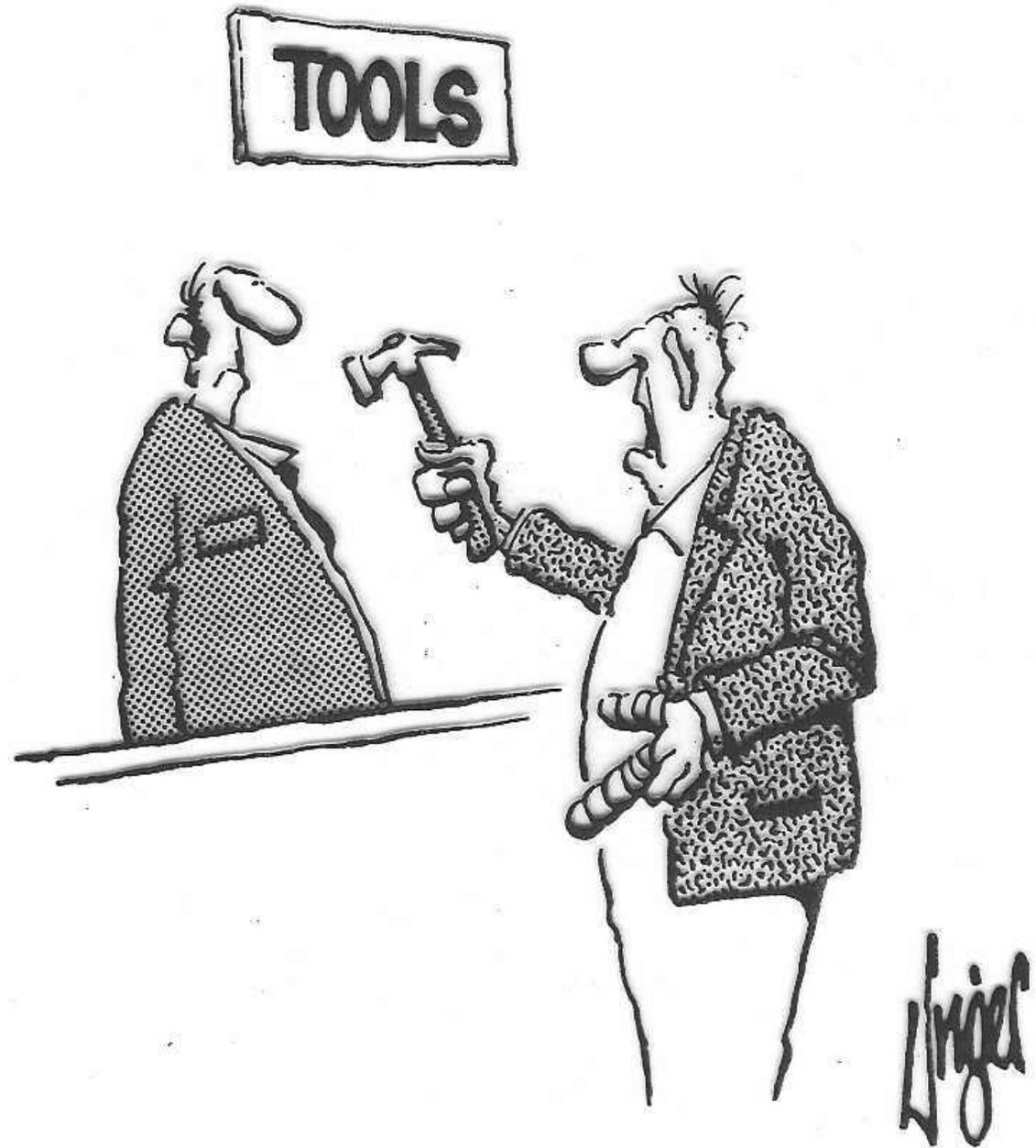
- Dependent on your personal thoughts,...experiences,... history,... attitude,.. what you have been exposed to,...what you value,.....
- Our definitions – how we see the world affect how we act or react,...what we choose to do or not do

**We need to
Challenge
Definitions**

**Individuals,
Groups &
the
Organization**



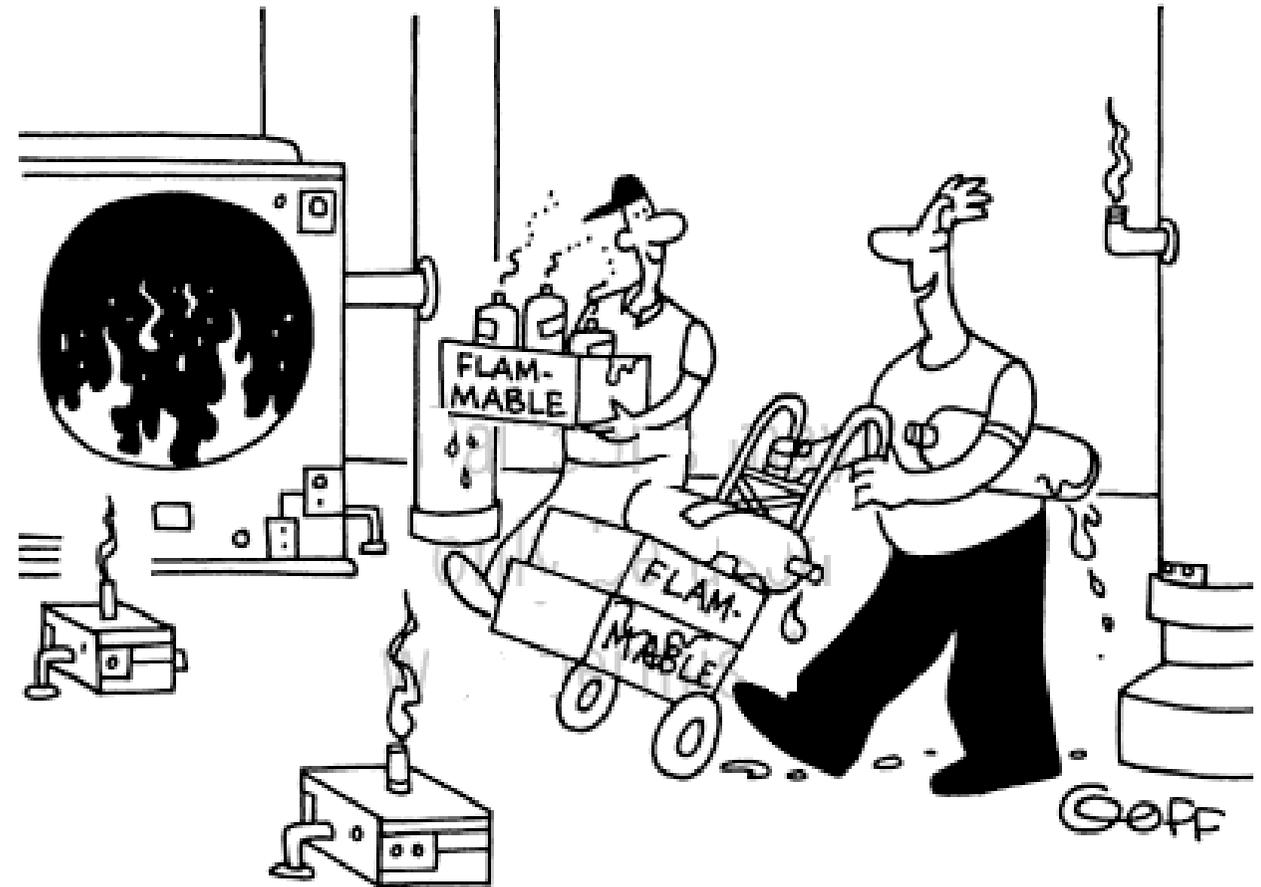
**Substandard
Work
Conditions or
Environments
create injury,....**



**"This hammer keeps hitting
two inches to the left."**

**Substandard
Practices
lead to injury
& illness,....**

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**"Don't worry. We can skip the
safety rules just this once."**

The Dilemma



“We are doing very well. We have instituted various OHS programs & brought our lost time down to an acceptable level. We are better thanX. Things have reached a plateau. Can’ t go any further.

In fact, There has been some recent spikes & an upward trend...”

Organizational to Group to Individual Definitions & Decisions Contribute



Use our **SUPERPOWERS** of

**X-Ray Vision - Observation & Super Hearing -
Listening Skills**



X-Ray Vision - Observation

- Spending time with individuals, groups,...
- Leading indicators



Super Hearing - Listening Skills

People rather talk than listen – use that to your advantage & let them tell you what they know & they need,.... What they are doing,....



YOU  **LISTEN**  **YOU**

twice as much

as you

TALK

 **ME**

When your people think

of

Safe Versus UnSafe,....



Safe vs Unsafe



Safe vs Unsafe



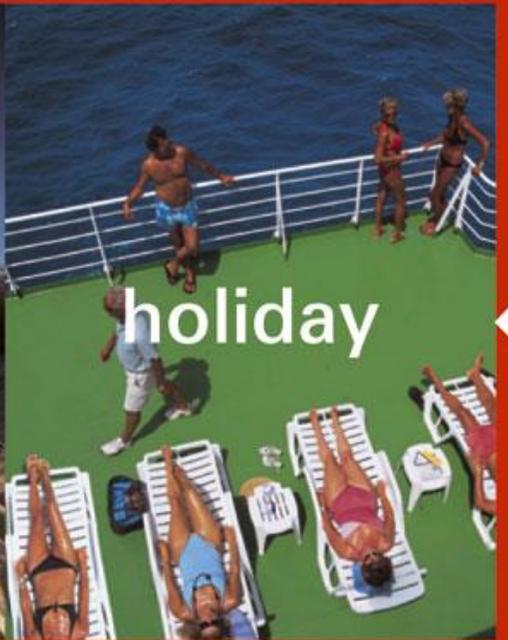
holiday



hell



hell



holiday



**Super Powers
of Curiosity,
Mindfulness,
Non-
judgemental
Thinking**

Mindfulness

**Awareness that arises through
paying attention on purpose,
in the present moment, &
being non-judgmental**





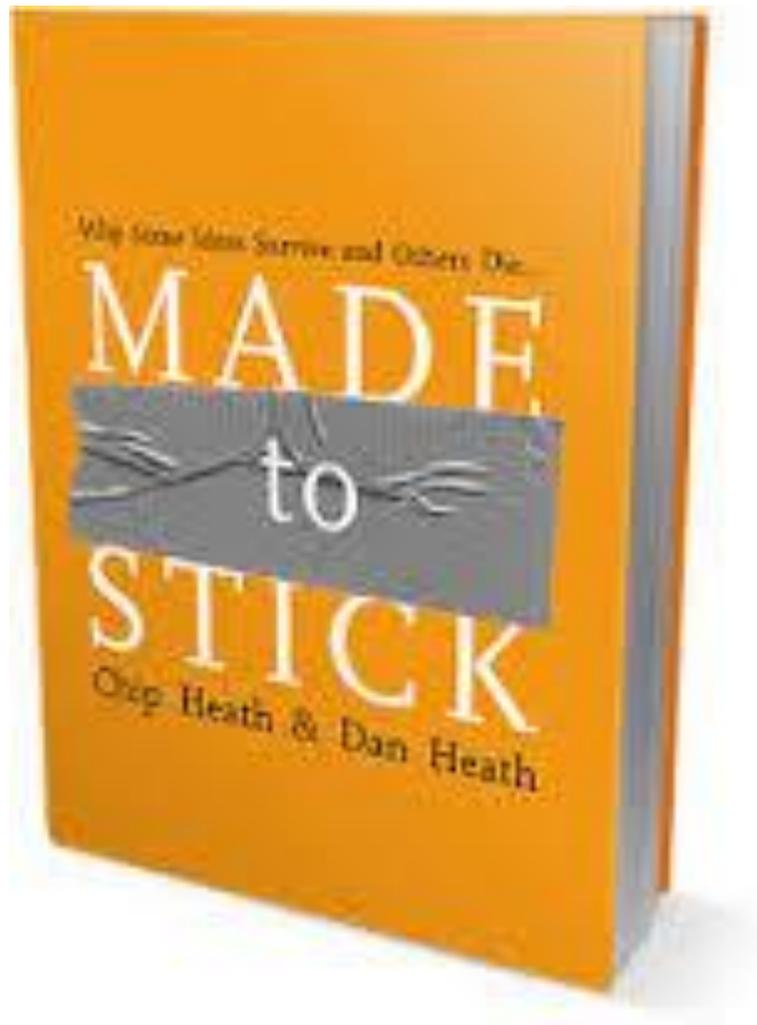
STRANGEDEP

Communicate To Peoples Definitions









- A “sticky” idea is one that people remember & act on.
- It also tends to get passed around,....we can retell the idea to other people.
- Best of all, a sticky idea has the potential to permanently change our behaviour.



**Are You Speaking
the Right
Language –
Multicultural
Considerations
with our Safety
Communications
& Training**

5 Culture Scales I Consider

0 1 2 3 4 5 6 7 8 9 10



Equality ↔ Hierarchy

Direct ↔ Indirect

Individual ↔ Group

Task ↔ Relationship

Risk ↔ Caution

We all want to be:

- **Valued**
- **Appreciated**
- **Understood**



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WHAT DOES AN ACCIDENT REALLY COST?

select an
INDUSTRY



Construction



Hospitality



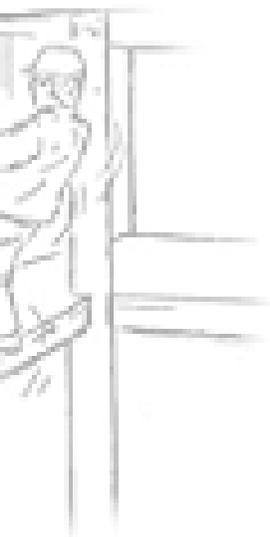
Retail



Sawmills



Trucking



Accident Costs for Worker Injured After Falling 10 Feet (scenario details)	Costs
Incident Costs (view details)	\$840
Investigation Costs (view details)	\$280
Property Damage Costs (view details)	\$150
Replacement Costs (view details)	\$550
Productivity Costs (view details)	\$710
Total Cost of Accident:	\$2,530

How long will it take to recover this cost?

Recovery Costs	Costs
Average Profit Margin	5%
Average Sales or Revenue per day	\$2,000
Gross sales required to recover accident cost	\$50,600
Number of working days to recover accident cost	25.3 days

 Calculate your own costs now!

*How long will it take you
to recover this cost?*







**How to get People to
do the
“Safety Things”
you need them to do?**





**Make them
Thirsty,... &
make sure
the water is
there**



How can we make people thirsty without having the accident,....

How do we Get People to Say Yes?

Did you know that it is scientifically proven that people say yes more to you if they consider you good looking?

*"If everything were on the line in a negotiation,
I can't think of anyone I'd rather have advising me than
Bob Cialdini."*

-TOM PETERS, The Tom Peters Group

FIFTH EDITION

INFLUENCE

SCIENCE AND PRACTICE

OVER
ONE
MILLION
COPIES
SOLD!

ROBERT B. CIALDINI

**To be effective
bold leaders we
have to recognize
what gets people
to do things,....**



Principle	Description	Application for Safety Professionals
Reciprocity	People feel obligated to repay in kind, what has been given to them	
Scarcity	People typically overvalue things that are rare, dwindling in availability or difficult to acquire	
Authority	People are more easily persuaded by individuals perceived to be legitimate authorities	
Consistency	People feel strong pressure to be consistent within their own words and actions	
Social Proof	People often look to the behavior of similar others for direction about choices	
Liking	People prefer to say yes to those they like	

What Motivates People



LINKING





**People are influenced more by people they like
then those they don't**

**People prefer to say yes
to those they Like,...**

**But what causes a
person to like another?**





Similarity



- “Time is Money”
- get straight down to business

55% success



- “ find a similarity” – something in common
- before negotiations, exchange some personal information

90% success

WAY
TO
GO!

GOOD
JOB

WELL
DONE

Compliments

YOU'RE
THE MAN

THUMBS
UP

YOU
ROCK





**Contact &
Cooperation**

We all want to be:

- **Valued**
- **Appreciated**
- **Understood**





RECIPROCITY



The image features three wrapped candies with red and white stripes, resting on a receipt. The receipt has handwritten text in blue ink, including 'Specials', 'no onions', 'Ecc...', and 'han...'. The candies are wrapped in clear plastic with red and white stripes. The receipt also has printed text, including 'Amount' and '8'.

Reciprocity

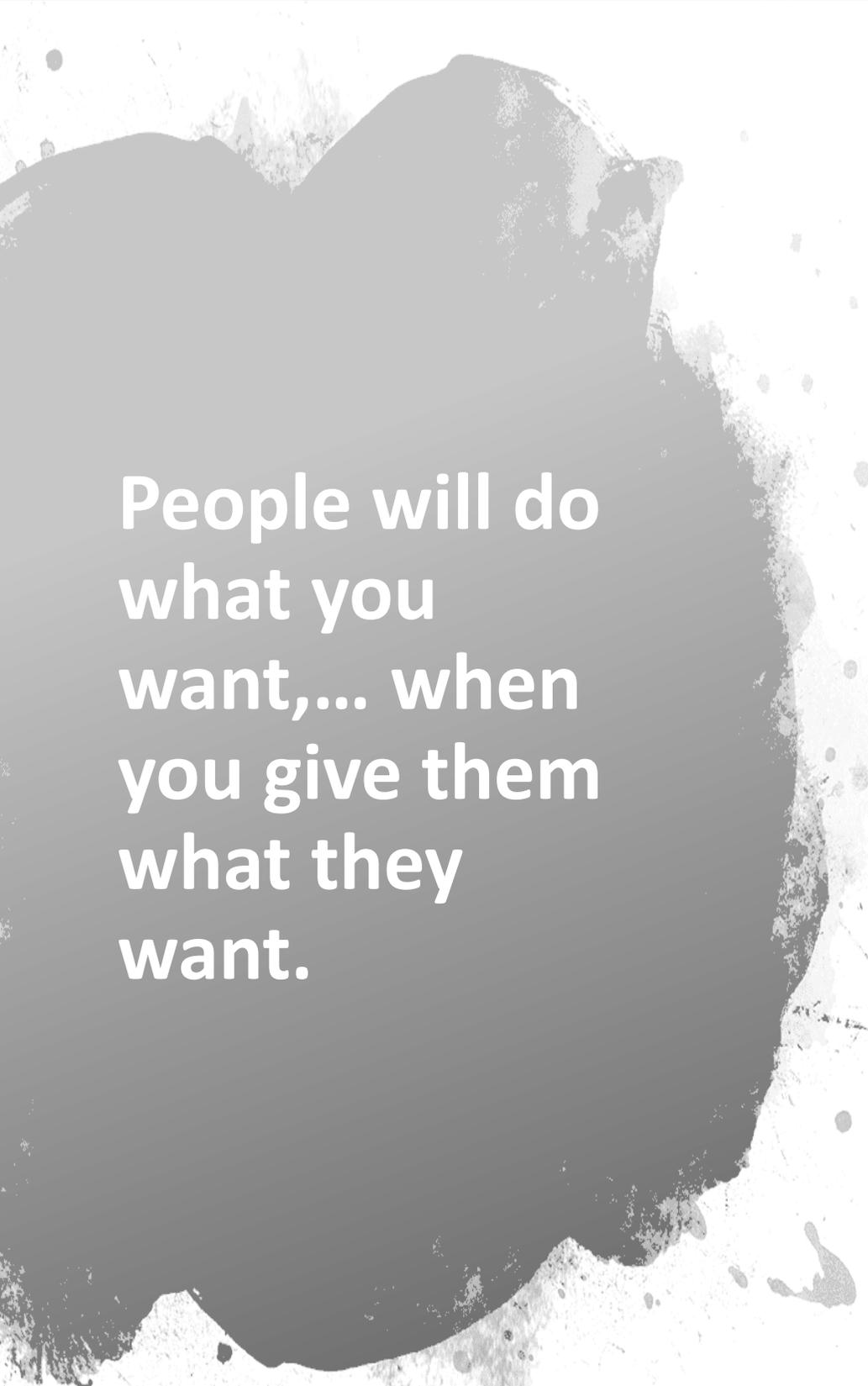
**People feel obligated to repay in kind,
what has been given to them,....**

RECIPROCITY



Old Give & Take

- Humans have an inherent sense of obligation that is critical to our ability to produce social advance - Reciprocity Rule.
- *Friend invites you to a party, you invite them to one*
 - *Peer does you a favour, more apt to do one for them,...*
- The rule possesses awesome strength – often produce a “yes”.
- Rule enforces uninvited Debts



People will do
what you
want,... when
you give them
what they
want.

- Not much of a secret is it?
- Even better if you give them what they need,... need to do the job better,... quicker,...
- Know your people – their definitions,..

What Motivates People



- Definitions – getting to know them,.....
- Find out how what you need fulfills one of their needs,....
- Help them be successful,..... & they will help you be successful.



CONSISTENCY



**Your words &
actions should correspond.**

“Don't just say one thing and then do another.”

Consistency & Commitment

People feel strong
pressure to be
consistent within
their own words &
actions,....

“Do what I say,....
not what I do”





**Look for
Voluntary,
Active & Public
commitments**



SOCIAL PROOF





Social Proof

People often look to the behavior of similar others for direction about choices





SOUND MACHINE

SIX KIS-TICKLING EYE-WATERING LAUGHS CANNED FOR YOUR LISTENING PLEASURE! 6+



The finest Quality

Canned Laughter

ha aha ha

HEHE! HAHA!
Ahaha!
WOHOHO!
HAHA! JAJAJA!

HAHA! JAJAJA!
WOHOHO!
Ahaha!

3 Reasons

**WHY TESTIMONIALS
ARE SO POWERFUL**



Get Consensus

- People will look to the actions of others to determine their own
- So much so with Millennials – just look to facebook, yelp, trip advisor,.....
- So rather than relying on our own ability to persuade others we can point to what others are already doing, especially many similar others



Social Proof Influence

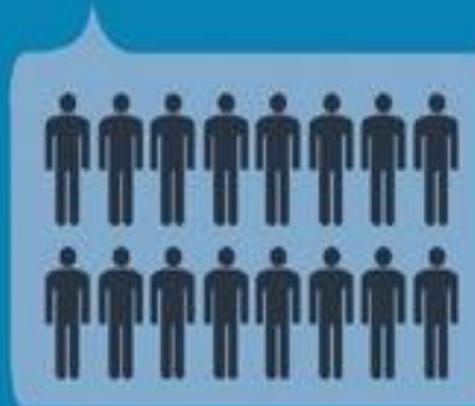
Social Proof tells consumers the reasonable and reliable facts without having to exert too much effort.



Google ranks you higher when you have more social proof such as tweets on Twitter



The more people who perform the same behavior, the higher influence it can bring.



Having your content shared across social networks will bring you traffic



When people are uncertain,...

**they rely even more on what
others are doing,...**

**& the more similar they are
the more effect that has on
me**

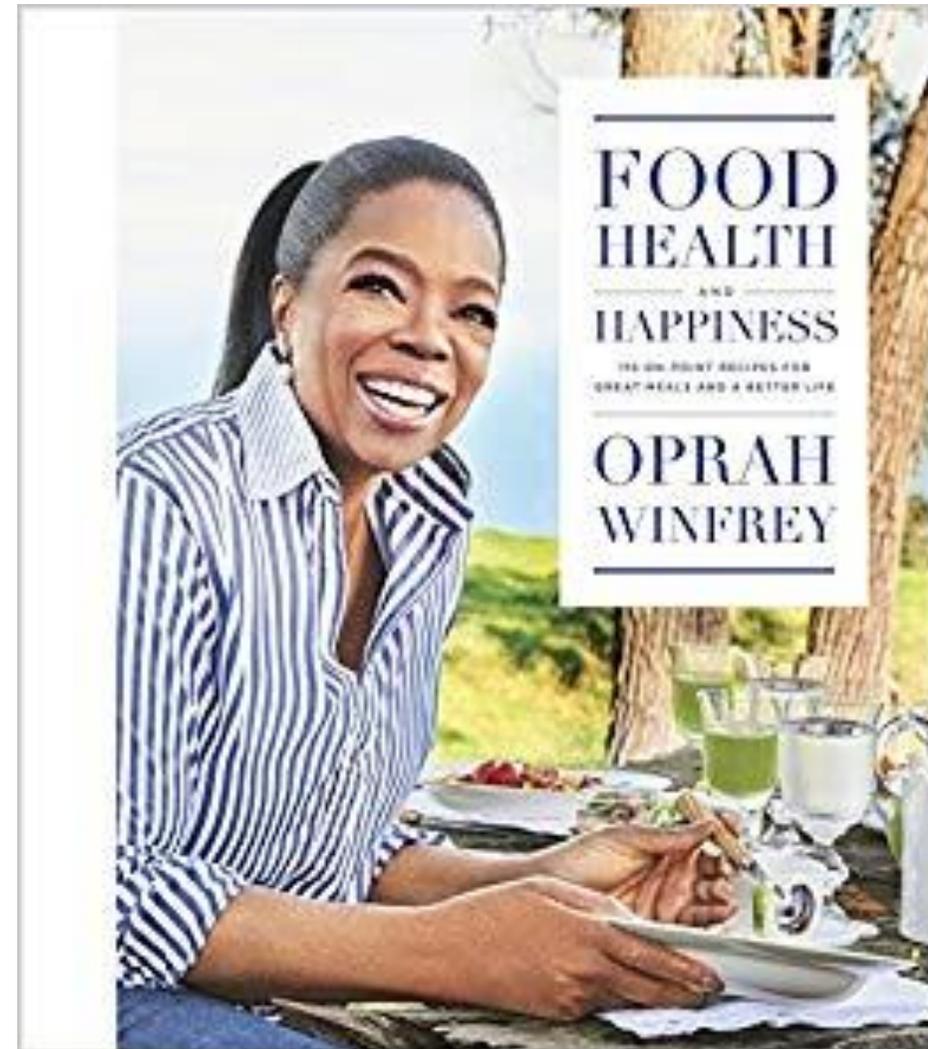
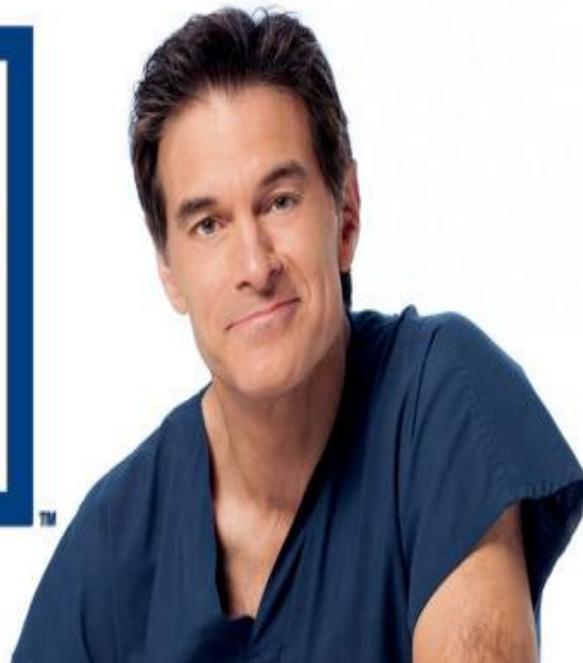
How Does this Effect Safety?



AUTHORITY



People are more easily persuaded by individuals perceived to be legitimate authorities,...





SCARCITY



Scarcity

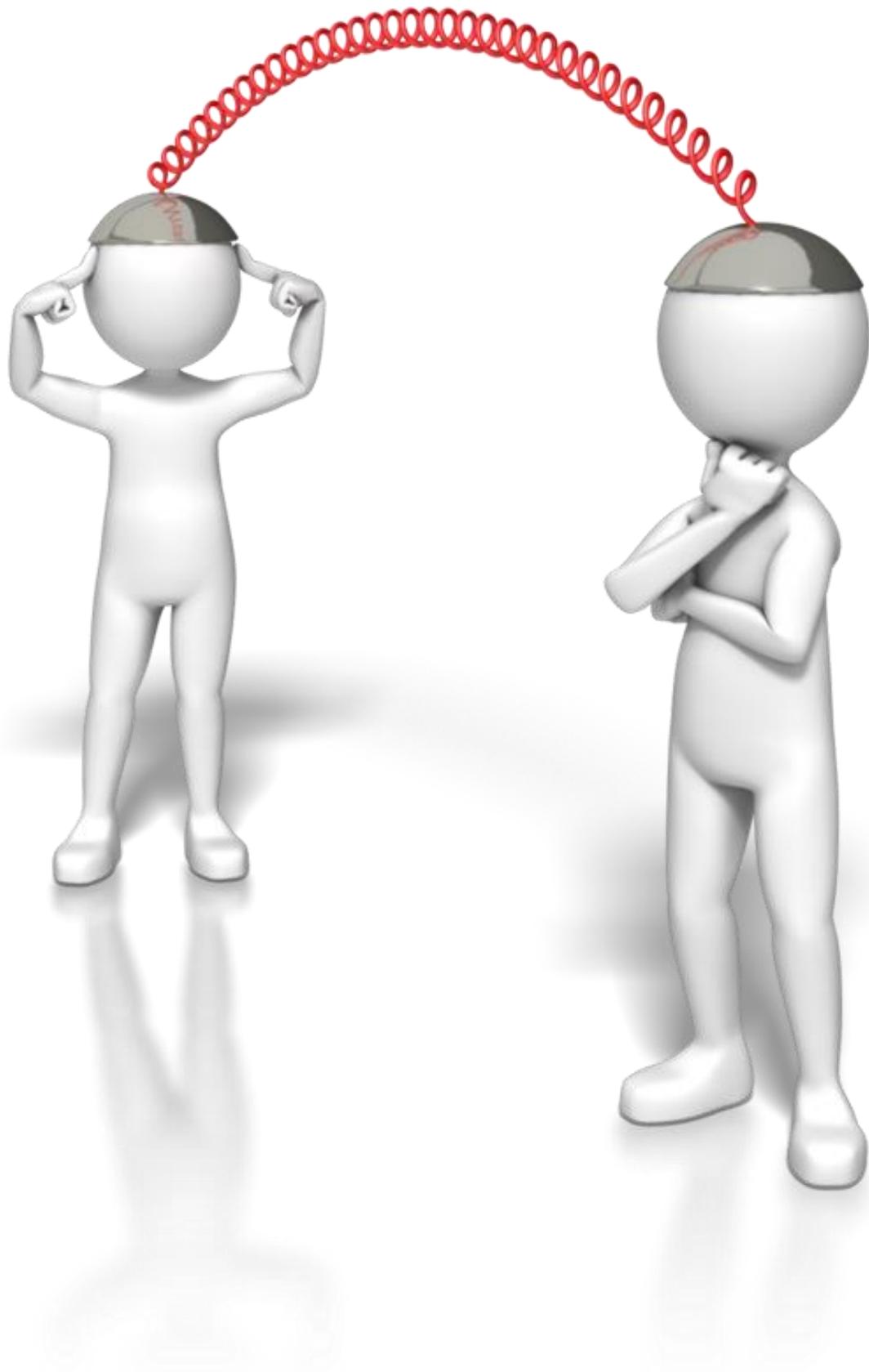
- People typically overvalue things that are rarer, dwindling in availability or difficult to acquire.



The way to love anything is to realize that it might be lost (Chesterton)

Last chance to get this special PPE, be involved in this project,.... Say it now or,....





**Use our Mind
Reading
Powers to
Assess
Readiness for
Change**

Assess Change Readiness (Part of Challenging the process, Encouraging the Heart – Kouzes & Posner)

Level of Readiness	Do	Don't
<p>Zero Intent – at this level, the employee, team, or entire organization has no intention of changing behavior. No commitment to change</p>		
<p>Contemplating Change – the person in question considers changing his or her behavior, but has not yet decided to do so. They are less resistant than at the zero intent level, but there is still no commitment to changing.</p>		
<p>Planning and Preparation – the person has decided that it probably makes sense to change and he or she is thinking through how he or she might make the change.</p>		
<p>Visible Action –</p>		



Assess Change Readiness (Part of Challenging the process, Encouraging the Heart – Kouzes & Posner)

Level of Readiness	Do	Don't
<p>Zero Intent – at this level, the employee, team, or entire organization has no intention of changing behavior. No commitment to change.</p>	<ul style="list-style-type: none"> • Understand why they are doing what they are doing? • Need information & options (to get unstuck from current resistant position) • Starting with Why – focus personality dependent • Alternatives concerning how they might implement the change • A sense of control increases flexibility • Use theories like Kotter's management of change 	<ul style="list-style-type: none"> • Don't mandate change • People at this level are likely to find excuses for not doing the behavior or simply hide • Forcing leads to resentment
<p>Contemplating Change – the person in question considers changing his or her behavior, but has not yet decided to do so. They are less resistant than at the zero intent level, but there is still no commitment to changing.</p>	<ul style="list-style-type: none"> • Engage in pros and cons • Objective analysis – encouraging them to come up with why its good 	<ul style="list-style-type: none"> • Don't ask for an action plan on how they can make a change • Pushing too fast can lead to pushback
<p>Planning and Preparation – the person has decided that it probably makes sense to change and he or she is thinking through how he or she might make the change.</p>	<ul style="list-style-type: none"> • People most responsive 	<ul style="list-style-type: none"> • Don't assume that a plan will guaranteed action
<p>Visible Action –</p>	<ul style="list-style-type: none"> • Focus on making it easier • Reward & reinforce behavior change and positive results 	<ul style="list-style-type: none"> • Don't assume that once you see it once that its habit • Do move on to other changes too quickly – people get confused or overwhelmed





The Superpower of Why

Wut?

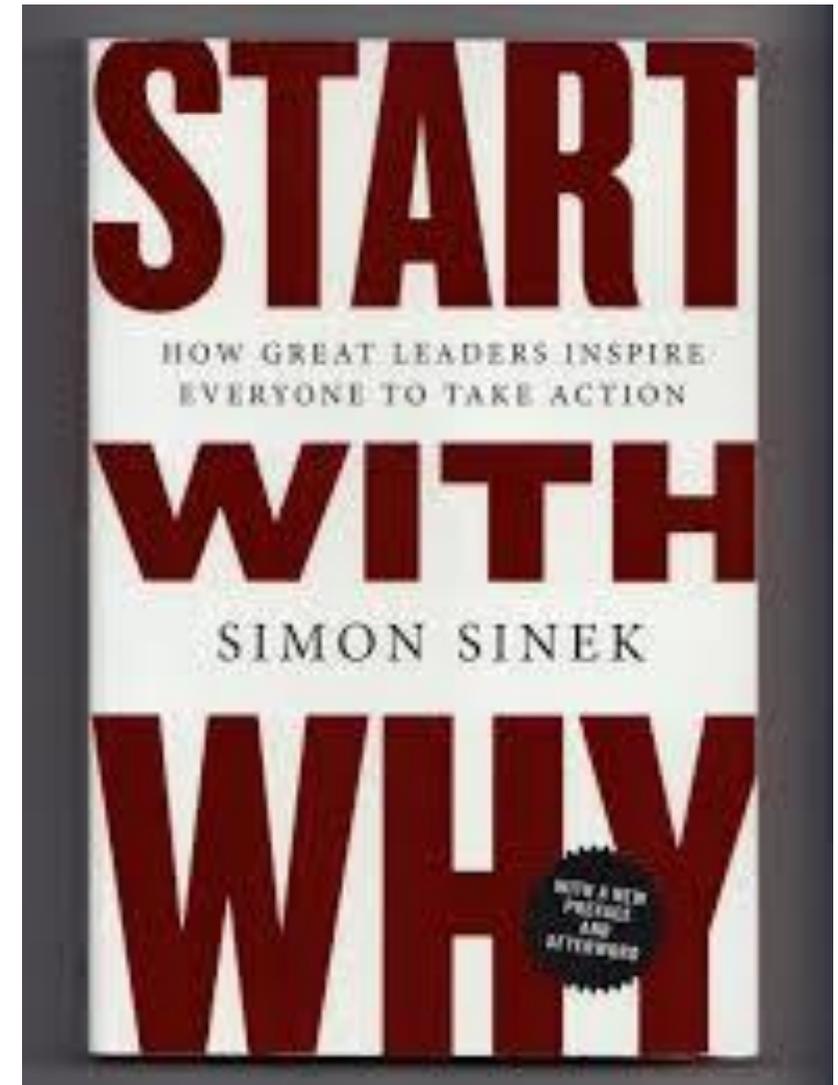


ARE YOU SERIOUS?!





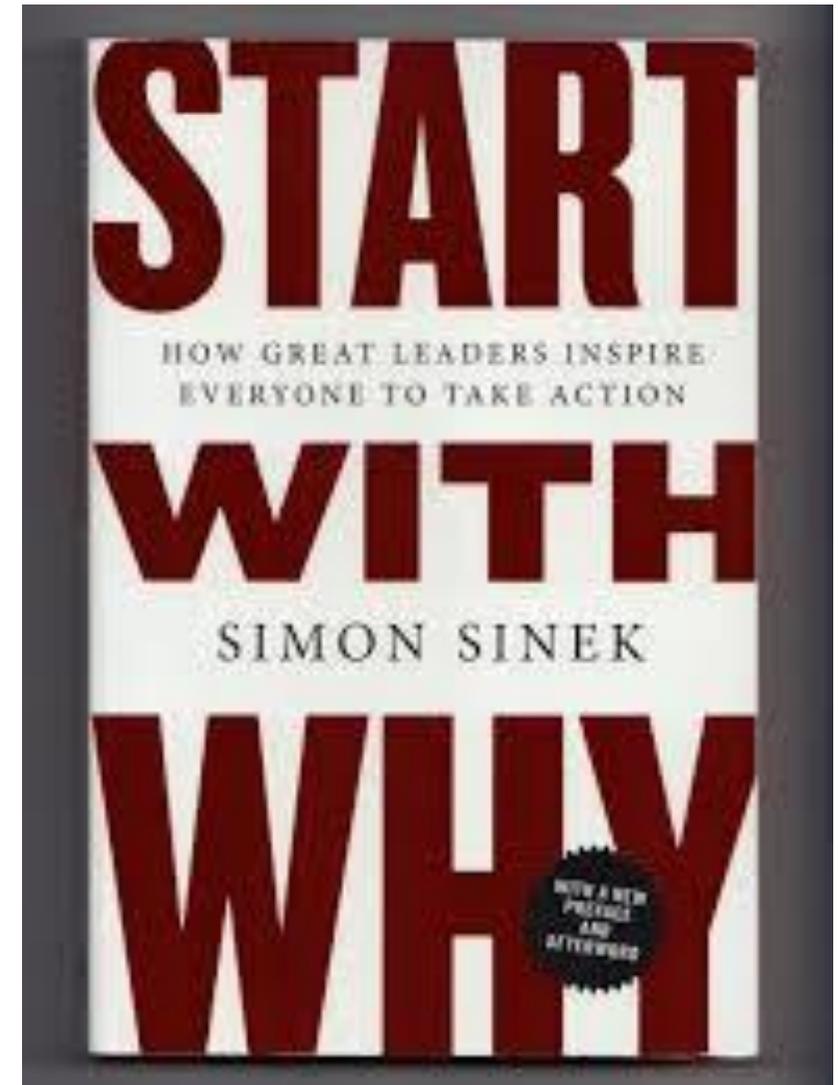
People are engaged
& motivated by
why we do things
more than *what we*
do.





Harvard Study – If we ask someone to do us a favour – we
are more successful *If we provide a reason*
(60% – 94% – 93%)

People are engaged
& motivated by
why we do things
more than *what we*
do.





Preparation “H” our Messages

Head - Heart - Hands





Lead through
our Actions

structure - OHSMS - culture



A 3D rendered white figure wearing a yellow hard hat, holding a clipboard. The figure is pointing with its right hand towards the text on the clipboard. The text on the clipboard reads: "As Leaders your actions Speak Louder than Words".

As Leaders
your actions
Speak
Louder than
Words



**Think
Safety
First!**



ducts









Build a system
where people
are there for
each other

Structure - OHSMS - Culture





“Don’t step on it . . . it makes you cry.”

YOU COULD TELL HIM...



**OR YOU COULD JUST SIT
BACK AND ENJOY THE SHOW**







Continue to Be the Difference,...



Questions? More Information?

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Top Safety Speakers
Leading the drive to zero!

