

The Human Side of Safety



Our mission is to improve the safety and success of people and the places where they work.

Why Companies Do What They Do

Do you wake up every day inspired to get to work and return home at the end of the day feeling the same way? As a company owner or manager, you must want your employees to be enthusiastic about their work, right?

Some companies do a great job inspiring their employees. What's their secret?

According to Simon Sinek, a *Wall Street Journal* and *New York Times* best-selling author, a company with an inspired workforce is crystal clear about why its purpose. Purpose drives decision-making.

When you ask company leaders about their purpose, many will talk about what they do. They will tell you that they make computers, build ships, manage money, etc. Few will clearly state why they exist. And, as Sinek explains, the answer shouldn't be "to make money." That's a result of the work.

WHY a company exists has to do with its calling, cause, or belief.

When a company can articulate its purpose, it becomes easier for employees to know what work to do and how to approach it.

Such clarity also engenders a sense of engagement that increases the chance of success (although nothing can overcome the lack of a good product or service).

Working for a consulting firm that is focused on workplace safety, it's easy to start and end each day feeling inspired. Everything the firm does is dedicated to improving the safety of people and the places where they work. That's our WHY.

We improve safety by working with company leaders to build and implement human performance programs - programs that organize employee expectations, training initiatives, and accountability practices around an elegant and effective error prevention model. That's our HOW.

Together with clients, we end up improving the health and productivity of individuals, companies, and surrounding communities. That's our WHAT.

As a leader, have you talked with employees about your team's WHY, HOW, and WHAT?

Imagine your company as a place where people come to work every day inspired to work, feel safe while they are there, and return home feeling fulfilled by the work they do.