

Using engaging, interactive safety communications can drive organizational change and mitigate risk.



client case study

Safety Communications

Background A Fortune 500 building materials manufacturer headquartered in the Midwest emphasizes safety as one of their top priorities. Each employee understands that safety is a requirement of employment. As a result, the company consistently achieves fewer recordable incidents than industry peers.

While they were pleased with the overall safety stand, the company wanted to focus on improving safety regarding the most severe types of accidents. They identified the six top causes of life-altering accidents known as the "Critical 6." Management believed that if they could implement plant-level programs focused on training and work procedures for these areas, they could reduce life-altering incidents.

Challenge As a building materials producer, the organization has been forced to become leaner as the housing industry declined throughout 2008 and 2009. The corporate communications team that normally supported safety initiatives lacked capacity to develop and implement the Critical 6 training programs. Furthermore, while the safety team had plenty of subject matter expertise, they needed a communications and project management expert to develop concise materials while meeting the aggressive implementation timeline.

Findley Davies' Solution To position the company for success, Findley Davies recommended placing a communications consultant on-site to manage the project and work with subject experts to produce training communications. Company leadership wanted to develop a step-by-step approach to give plant safety managers the information and tools they needed to successfully deploy the Critical 6 safety programs at their locations. Working closely with company safety experts, Findley Davies developed a five-step safety implementation package, including the following components for each Critical 6 area:

- Standards – minimum safety requirements that serve as the "rule book" for safety thresholds.
- Model Programs – template programs that will be customized by local safety managers as the safety handbook for the particular Critical 6 program.
- Action Plans – step-by-step instructions with clear guidance for implementing each of the Critical 6 programs.
- Resources – support materials, such as end-user training and equipment recommendations.
- Training – comprehensive presentations to help local safety managers understand how to implement programs and educate employees about the new Critical 6 programs. Because training would be mostly delivered online (in lieu of live instruction), it was important that presentations be engaging and interactive. The final deliverable included compelling, animated presentations with a quiz at the end.

Once materials were completed, they were loaded onto the organization's safety intranet for simple access company-wide. The company also leveraged their "University" learning management platform to track training completion and quiz scores.

Results The company deployed the first phase of the training materials by the aggressive deadline. Locations have already begun implementing training programs using the Critical 6 materials that Findley Davies helped develop. The company's goal is to reduce scores on safety assessments by 25% over the next nine months. Findley Davies' guidance and materials led the organizational change to empower all employees to avoid hazards, improve safety, and ultimately save lives.

About Findley Davies

Since 1969, Findley Davies has been working with companies who are interested in maximizing their HR effectiveness. The Firm specializes in helping clients attract and retain the best talent, enhance their financial performance, and structure solutions that drive and manage organizational change. Findley Davies prides itself in providing clients with tools and solutions to manage the challenges and changes clients face everyday; while helping clients maintain a competitive advantage in the marketplace. For more information, please visit our website at www.findleydavies.com or contact us at:

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