

Safety Culture Change

INTENT

To measure and analyze the safety culture and safety values of the organization and compare with benchmarks in the industry as a basis for culture change.

SAFEmap North America
108-4664 Lougheed Highway
Burnaby BC V5C 5T5 Canada

Phone 1 604 296 3481
www.safemap.com



INNOVATORS IN SAFETY
SAFEmap

APPROACH

The approach is to provide the capability to sites and projects within the organization to conduct e-Profile surveys. These surveys can be conducted through a variety of methods, including electronic group surveys, web-based surveys and focus group surveys.

DEPLOYMENT

A survey process requires careful planning and scheduling:

SURVEY DESIGN

The e-Profile Survey is an electronic system for assessing and evaluating the safety climate and culture in the workplace. It has been designed to record response from a group of participants, without the need for paper and pencil questionnaires. A group of employees gathers in a venue and each is given a hand-held button, all linked to a central mobile computer which records responses with absolute confidentiality and anonymity. A facilitator conducts group sessions of up to 16 employees from a specific team or department. The facilitator

reads, from a computer screen, standard statements about the various issues to be measured. Positive and negative statements are randomly arranged so that participants cannot anticipate the statement.

SAMPLING PROCESS

Selecting the sample of employees to participate in the survey is a critical step in the planning. It is recommended that the maximum number of employees possible is surveyed, to increase the involvement of employees and the credibility of the data. Normally, a sample size of at least 40% is considered as adequate and delivers the smallest margins of error.

SURVEY SETUP

This includes the installation of the hardware and software of e-Profile onto the client's computer system for use with the Group Surveys or Individual Surveys. (Surveys can also be conducted on paper questionnaires, though this is not a recommended option.)

MONITORING EXECUTION OF SURVEY

The client conducts surveys of employees using the e-Profile hardware and software. Where requested, the quality of the survey process can be monitored by the consultants.

DATA MANAGEMENT

The management of the completed survey is a comprehensive activity that requires close scrutiny and control. It involves the signing off and allocation of surveys. The client must ensure that enough control is exercised to ensure that the integrity of the data remains intact. Guidelines and minimum requirements are provided to assist the users with this. Normally someone such as the organization's IT specialist(s) oversees the process and arranges for the transfer of data to the service provider.

DATA ANALYSIS

The data is analyzed and a report compiled, containing the overall analysis and profiles of the specific projects and sites within the organization. The data can be configured to reflect the responses of any employee group or work site.

Safety Culture Change

Several profiles are generated and used for the interpretation of the results:

- Absolute responses are profiled
- Comparisons between groups or business sections/projects etc.
- Benchmarking the data against other industry data

REPORT

A full report is provided, with profiles, interpretation and site/project-specific reports. The report also includes comparison profiles and benchmarks, as well as the advanced statistical analysis of trends in the group or business unit. A SWOT analysis (Strengths,

Weaknesses, Opportunities, and Threats) of the findings and general recommendations is provided.

FEEDBACK

The process of feedback to the client organization goes beyond the provision of a report. Experience

shows that a high level, interactive workshop provides clear understanding and assimilation of the data, findings and interpretations. The workshop and feedback are aimed at the appropriate level of decision-makers in the organization.

Safety Climate Model

