

A PASSION FOR SAFETY

By
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Recently I read an article on what it takes to have a successful Safety Program in one of the Safety magazines I receive each month. I have read a number of similar articles like this in the past and it followed a similar format as the others. The article interviewed several safety directors who had worked hard developing successful Safety Programs, sold senior management on the importance of safety and got their full commitment in supporting the company Safety Program. At the same time they interviewed several other safety directors who also worked hard, believed in the importance of safety, but just could not seem to get senior management to buy into the program and, therefore, get their full commitment. As a result they were not achieving the same level of success and were very frustrated at the results.

Safety indeed can be an extremely frustrating area of management and can be very defeating. Fortunately, I have always been in the 1st category. I have been successful in getting senior management to buy into and support the Safety Program at the companies I have worked for and today as a consultant, our company has been successful in achieving these same results. I have come to the conclusion the big difference between the Safety Professionals who are successful and those who are not is Passion. I have come to believe that to be successful in anything, no matter what there has to be unrelenting, never ending Passion for Success. That Passion has to be clearly seen by everyone else and it has to be transmitted to other people who in turn buy in and support the individual that possess this Passion.

Take a look at the great motivational speakers, the great ministers, generals, coaches, teachers and yes even business people. They almost all possess a Passion for what they do and are capable of communicating this Passion to others and getting others to buy into it and support it. I have met numerous successful business executives during my career and everyone one of them has a Passion for what they do. I love sitting down and listening to these individuals as they talk about their companies and what they do. You can see the fire, drive and excitement and love for what they do. It is contagious.

Unfortunately, most management individuals do not see safety as an area that generates Passion. All too often it is considered dull, boring and mundane. I see it all of the time. I conduct seminars and training classes and it always amazes me when people come up to me afterwards and are genuinely surprised that they enjoyed the program format, found it interesting and saw value in what they heard. The main reason for this surprise is the Passion for Safety that I try to bring to every meeting, every seminar and every training class. Safety does not have to be dull, boring, or mundane, it should be exciting, dynamic and motivating. After all, a good Safety Program contributes to the success, growth and profit of every company that takes it seriously and at the same time protects the company's most valuable assets. In other words a true win-win situation.

Every successful Safety Professional has heard this and has developed a true Passion for Safety, in turn have successfully transmitted the Passion to their company's senior management. If safety is going to truly be successful in achieving the above objective, there has to be a Passion for it. Everyone in the organization has to buy into it and it must be seen by every employee every day.

Does your company have the Passion necessary to make your Safety Program successful? If not, it probably will never be as successful as it should be. Do not assign the Safety Program to an individual that doesn't believe in it. Seek and an individual that has a Passion for it and can communicate this effectively to everyone else. Support that individual and watch the Safety Program improve and I think you will be surprised at the results. Passion makes all the difference and it is contagious.

If you are in need of an infusion of Passion for your Safety Program or need any other assistance, please call me at 1-800-356-1274. I would love to have the opportunity of working with you.