

Measuring and Managing Culture for Safety

to Drive Improved Performance

The Issue

Every year, the impact of on-the-job safety incidents and accidents is felt by businesses, employees and their families. Despite a continued emphasis on the technical aspects of safety management, such as policies, procedures, engineering and training, many organizations are hitting safety performance plateaus. Seasoned safety practitioners know why. They understand that culture is a reliable leading indicator of safety performance. In short, employees’ beliefs and attitudes about safety — an organization’s safety culture — have a direct impact on their behavior and performance. The challenge? Reliably measuring and benchmarking an organization’s safety culture to improve performance. Towers Watson can help.

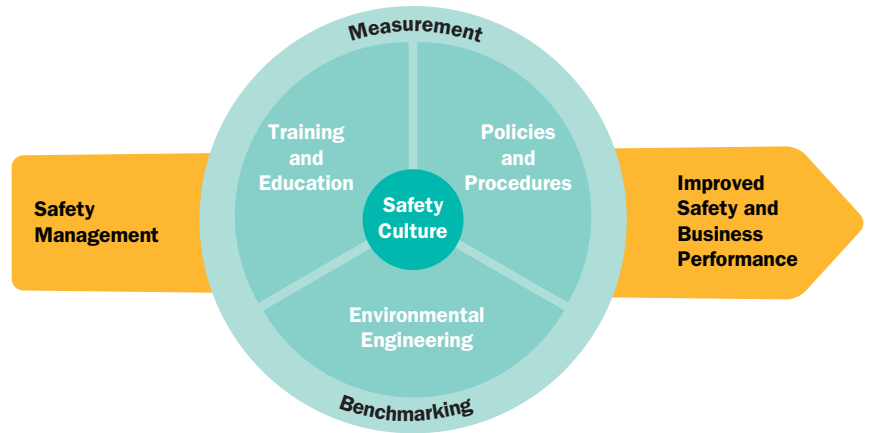
Our Approach

Towers Watson works with some of the most safety-conscious organizations in the world to help them understand and improve their safety culture and performance. We do so by accurately measuring and benchmarking employee attitudes and helping our clients proactively manage culture as true leading indicators of safety performance.

How would we work with your organization? We start by understanding your organization’s unique culture and set of challenges. Next, we draw from our database of best practice questions to tailor the Towers Watson Best Practice Safety Culture Survey to your organization’s culture and issues. Our survey is grounded in the latest safety performance research and tested with some of the foremost global leaders in safety practice. Each survey question is examined for clarity, reliability and action orientation. We target survey questions to the right levels (e.g., corporate or local) and groups (e.g., specific functions or departments) to yield the most meaningful, actionable results.

Our safety culture research team then analyzes the results, identifies high-risk areas and links the data to specific risk factors. Since each question is benchmarked, we can compare your results to other organizations in your industry and top safety performers worldwide.

Measuring and Managing Safety Culture



We set the standard for best practices in measuring and managing safety culture by specializing in reliable measurement, robust benchmarking, the latest data analytics, interactive reporting and informed action planning.

Key Survey Categories	
Leadership	Commitment and Action Orientation for Safety
Supervisor	Commitment and Action Orientation for Safety
Local Support and Prioritization	of Safety
	Effective Safety Communication
Empowerment	for Safety (Raising Concerns)
Recognition	for Safety
Alignment and Clarity	With Safety Goals and Objectives
	Personal Accountability for Safety
	Safety Training and Resourcing
	Worker Collaboration for Safety
	Safety Engagement



We then transform the survey insights into concrete action steps to focus your organization on the cultural areas that will have the greatest impact on performance. Finally, we support moving from result to action through an established process and with the right tools for all stakeholders, from senior leaders to line managers.

In short, our safety culture surveys are:

- Delivered with objectivity, credibility and assurance of respondent confidentiality
- Tailored to each client's unique needs and challenges
- Informed by what other safety-conscious companies are measuring and managing
- Technically sound
- Action-oriented to yield meaningful and highly actionable results

Why Towers Watson? We Deliver Actionable Results to Drive Sustainable Change

Effective measurement and cultural transformation take expertise.

Towers Watson's global safety research team plays a central role in each safety culture assignment, allowing us to leverage best practices from some of the most safety-conscious organizations in the world. Clients consistently tell us that the biggest return on their research investment comes from Towers Watson's ability to transform safety culture insights into actions that drive sustainable safety improvements in their organization.

As a leader in safety culture practice, Towers Watson can provide your organization with:

- Measurement and process informed by the latest best practices
- Reliable, valid, credible results
- Full benchmarking capabilities
- The latest in data analytics to yield truly actionable insights
- Interactive reporting and clear priorities
- Informed action planning to drive a clear direction to performance improvement

For more information about how you can build a safer workplace, contact your local Towers Watson consultant or visit us at www.towerswatson.com or contact us online at: www.towerswatson.com/contact/.

About Towers Watson

Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With 14,000 associates around the world, we offer solutions in the areas of employee benefits, talent management, rewards, and risk and capital management.