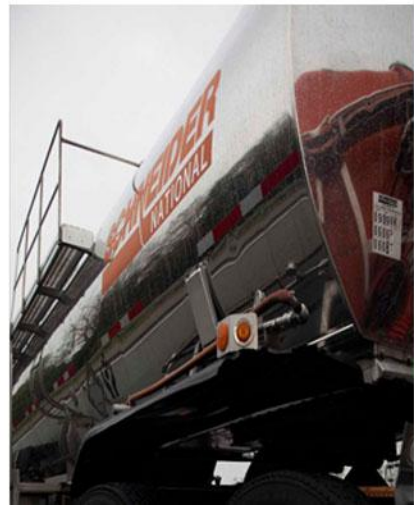
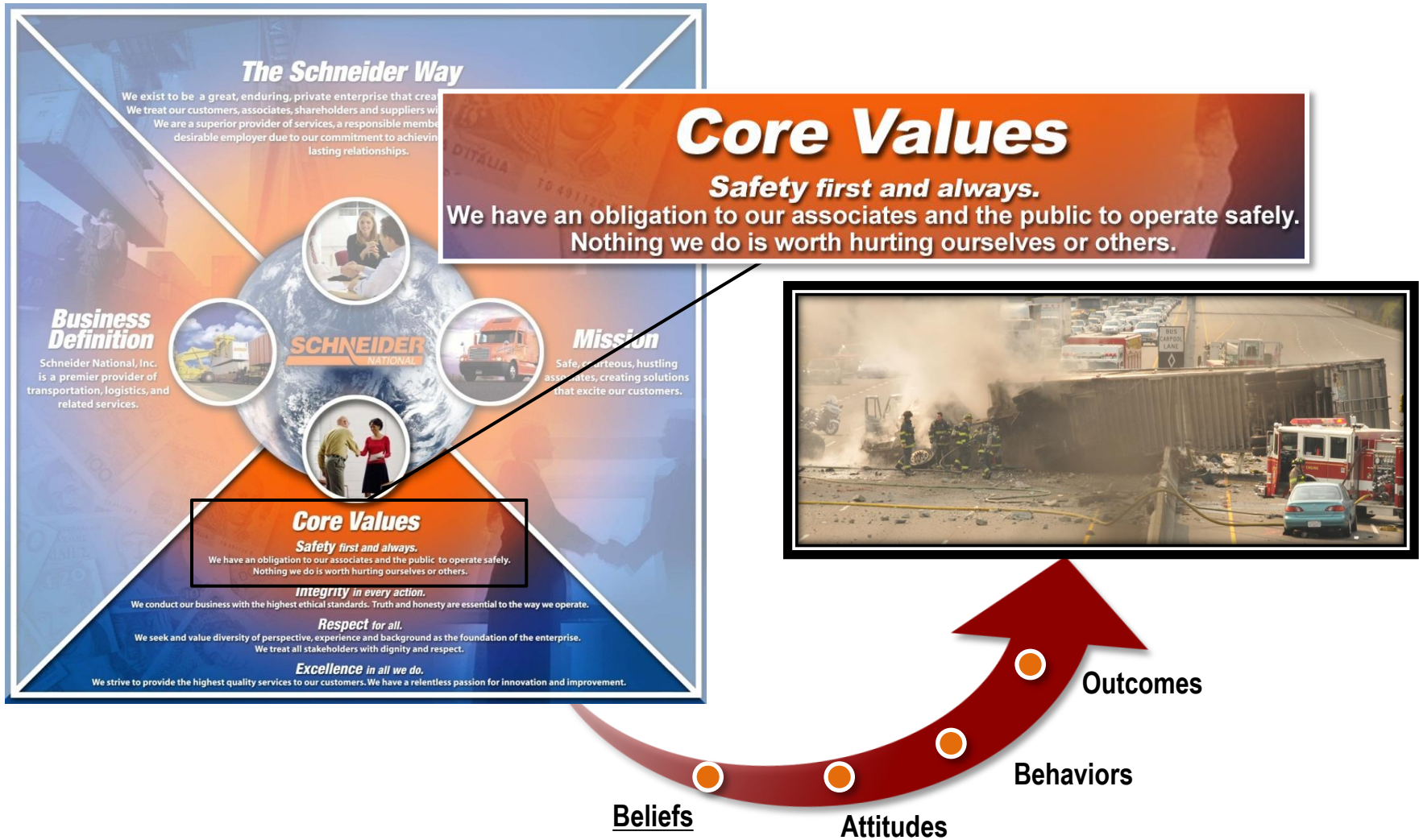


SAFETY CULTURE

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September 2013



Creating and leading a true culture of safety remains job #1



Safety Affirmation...Reinforcing the behavior we want, versus what we don't...



"Because I am a disciplined, safety-conscious professional, I lead-by-example and maintain constant situational awareness while driving."



Signed _____

Culture CAN be measured... Safety culture survey

My company...	% Agree	% Disagree
<i>Proactive Practices</i>		
Listens carefully to my ideas about improving safety		
Cares more about my safety than on-time delivery		
Gives drivers enough time to deliver loads safely		
<i>Driver Safety Priority</i>		
Makes it clear that, regardless of safety, I must pick up/deliver on time (R)		
Expects me to sometimes bend safety rules for important customers (R)		
<i>Supervisory Care Promotion</i>		
Hires supervisors who don't care about drivers (R)		
Assigns too many drivers to each supervisor, making it hard for me to get help (R)		

Regulator's role in encouraging or enabling strong safety cultures for motor carriers?

- Create incentives for safety performance that encourage a “want-to” versus a “have-to” mentality toward compliance...
- Fear of compliance reviews and litigation may be powerful motivations; however, they result in minimalist compliance. They are reactive and represent negative agendas.
- Create a voluntary program that motor carriers can earn recognition for the positive things they achieve. Similar to The Department of Homeland Security Custom Trade Partnership Against Terrorism (CTPAT).

Summary / Wrap up

- Safety culture is a core accountability of senior leadership... It is a journey with no finish line!
- Culture establishes organizational beliefs... It provides guidance as to how tension between competing demands should be reconciled.
- Our beliefs are at the root of our behaviors... A transition from behavior-based safety management to belief-based safety leadership is needed...
- Culture has a powerful influence on behavior. The effects can be either negative or positive:
 - Competing demands...
 - Core versus situational values...
 - Espoused versus enacted priorities...
- If you're not connected to drivers and front line leaders, you're flying blind... Culture can be measured...If we can measure it, we can lead it...
- We have both a moral AND a financial obligation as transportation professionals to improve safety. There is no more important priority.

THANK YOU

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