

29th Feb 2020

Dear Safety Ambassadors,

On the eve of celebration of 49th National Safety Day across the country, let us envisage and understand the Safety Management in letter and spirit.

We, all believe world-class safety is a continual improvement journey and not a destination. It is well established that most of the world's work-related deaths, injuries and illnesses are preventable if co-ordinated actions are taken care by company in capacity building, research, advocacy & adoption of new technologies. It is directly benefiting business productivity, cost-saving and competitiveness. Interpersonal safety communication (from the CEO to shop floor employees) can go headway to achieve safety & occupational health excellence.

OHS skilled team & infrastructure minimizes the devastating consequences of infectious outbreaks or catastrophic effects. (like corona virus outbreak made Chinese government to make ready infrastructure in a week time !!!)

1. Investing in People & Technology with knowledge of safety & interpersonal skills

- Matured talent brings companies workforce together to do productive work when peer group pressure is the biggest issue now a days. Success mantra ("Time saved = Money Earned") works on talents. Quality of intake force is *inherent property* of keeping organization "at Safe" level.
- Technologies with Inherently safer processes are changing the world's market today with safe production & hassle-free employee satisfaction.

2. Practice long term and short term Goal & Objectives

- Safety should be considered as a **Value** and not a culture and implemented from top to bottom for successful results. Talking about the vision and long-term goal of safety by itself can leave people unclear on what is expected of them. Talking exclusively about details (last month's injury rate or a specific safety hazard) can create a sense that safety is purely about meeting short-term objectives. The best safety communicators talk about both: Describing the vision while also relating it to near-term issues and actions that will help achieve the vision. Performance measurement by SMART Key Performance Indicators (KPIs) should be part of goal & objectives. Empower more resources for OHS improvement and collection of abundant data for adequate analysis & management decisions.

3. Integrate safety into regular communications

- Safety is surprisingly relevant to many of the topics that you cover in the normal course of business; as a communicator it's your job to find those moments and reinforce the connection between safety and the business. When you talk about production, talk about **safe production**. When you talk about expense control, that's a great time conversation tells employees that safety is an integral part of the way we do business, rather than something set apart (e.g., "Now it's time to talk about safety."). Work on identification of hazards & its maximum reporting during communicating with the team.

4. Priority on the preventive

- There's a natural tendency for managers to lean into outcomes (e.g., injury rates) when they talk about safety. The problem with this is that too much focus on what has already happened can foster a sense of blame and even helplessness. Instead, work on communicating with a preventive focus. Emphasize that our goal is to understand and reduce work hazards. This way managers will likely to be perceived as positive and helpful, and to encourage learning and positive actions. Investigate each and every incident for preventive measures implementation.

5. Make it personal

- How you choose to talk about safety can be as important as the contents of the message. Managers who make it personal—conveying a real sense of interest and concern (often based on personal experience) — are compelling and credible. Managers whose safety communication is unfocused, impersonal, and obligatory convey that safety is not a true priority.
- How you communicate safety not only helps develop manager credibility in the organization, but it also means you play a big role in ensuring each employee understands what the safety issues are and how they are being addressed. Practicing such a role helps managers become true safety leaders in an organization moving towards working safer.

6. Emphasize a transformational style

- Take the time to explain decisions, actions, changes, and rules, rather than just issuing instructions with the expectation that they will be followed. In this way you help people generalize the principles behind individual decisions and actions. A transformational style builds the understanding, capability, and support necessary for people to act in ways consistent with the organization's intentions— even in the absence of specific guidance and rules.

A societal Gesture from Nexa PSE Team,
With Safe Regards,

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