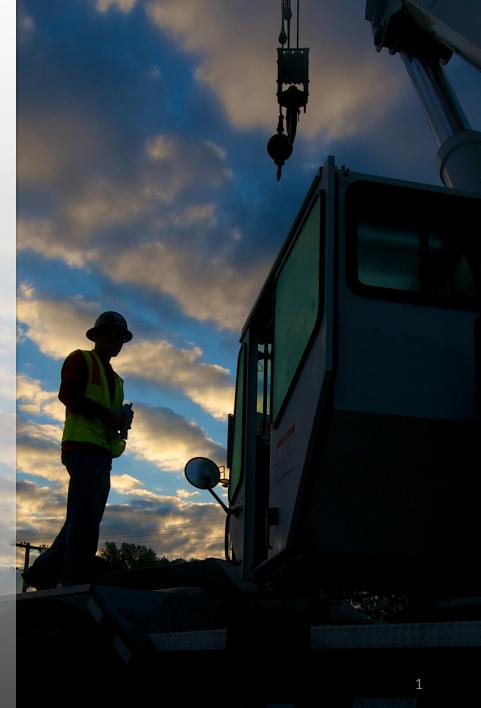
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8 Step Outline:

- 1. Analyze your current organizational culture and resource network
- 2. Build your foundation
- 3. Define existing safety management systems
- 4. Establish definitive safety leadership principles
- 5. Set the direction for your new safety culture
- 6. Develop an activity-based safety system
- 7. Understand risk perception value
- 8. Assess your safety plan for continual improvement



Step One: Analyze Your Current Organizational Culture and Resource Network

- What is "organizational culture"?
- Key components of organizational culture
- Three levels of culture defined
- Habits as part of the culture



Step Two: Build Your Foundation

- Development & sustainment requires a multi-disciplinary approach
- Leadership team & workforce subconsciously change perceptions of safety
- Recognize that safety is at a cross roads in our crane industry
- Crane safety must become an espoused value



Step Three: Define Existing Safety Management Systems

- The common link in safety management systems
- Leadership role in safety management
- Workforce involvement in safety management
- Hazard assessment with risk identification



Step Four: Establish Definitive Safety Leadership Principles

- Leadership role in safety management
- Define clear goals with safety duty assignments
- Get agreement on specific safety objectives
- Review assigned activities regularly
- Establish consequences for performance



Step Five: Set the Direction for Your New Safety Culture

- Charting Your Course The Planning Process
- Vision A Major Leadership Factor
- How to avoid organizational scope drift
- Define goals that improve your safety system



Step Six: Develop an Activity-Based Safety System

- Evaluate existing safety system activities
- Replace or modify non-valued safety activities with your new activities
- Analyze activity (action items) in key areas:
 - The Leadership Team
 - Workforce Engagement
 - Hazard Recognition
 - Education & Training
- Recognize characteristics of good safety training programs



Step Seven: Understand Risk Perception Value

- Building your foundation for risk perception
- Define your risk assessment tool
- Changing your workforce perceptions
- Personal risk tolerance who decides?
- Getting to sustainability



Step Eight: Assess Your Safety Plan

- Avoid the "Blame Game"
- Recognize valuable pre-assessment activities
- Leadership and workforce interviews
- Develop your action plan
- Communication and feedback



Q & A

