



The Influence Personal Habits Have On Safe Work Practices

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HABITS



- **Habits** are automatic routines of behavior that are repeated regularly, without thinking.
- Tend to occur subconsciously.
- The person may not be paying attention to or be conscious or aware of the behavior.
- Habit formation is the process by which a behavior, through regular repetition, becomes automatic or habitual.
- We must recognize we have good, as well as, bad habits.

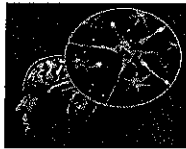


HABITS

- Habits serve as an important part of the brain's framework.
- Understanding your habits is key to controlling your behavior.
- Habits allow individuals to perform routine behaviors without needing to make small decisions each step of the way.
- Research has shown that habits make up approximately 40% of human behavior (Society for Personality and Social Psychology, August 8, 2014, Science Daily)

The Neuron Connection

- Cells within the nervous system, called neurons, communicate with each other in unique ways.
- The neuron is the basic working unit of the brain, a specialized cell designed to transmit information to other nerve cells, muscles, or gland cells.
- For everyday function, we need to be able to make routine actions quickly and efficiently, and habits serve this purpose. Neurons allow for our habits to develop.



From Neurons... To Habits... To Safety Behaviors

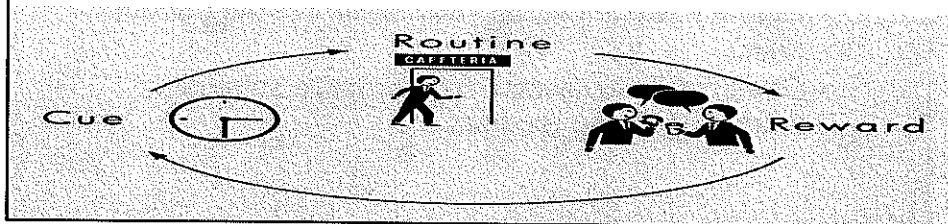


- ***Behavior...Actions...Choices***

- **Activators (Cue or Reminder):** What happens to motivate the behavior? A consistent time, location, person, emotion or activity. Photograph of family/loved ones; Having PPE where it is needed.
- **Behaviors (Routine):** What action(s) taken by the individual? Use of PPE. The actual behavior.
- **Consequences (Reward):** What results from the behavior? Not Injured. Goes home to family and loved ones. Some sense of satisfaction.

The Three Step Loop Associated with Habits

- Cue...Reminder...Trigger: The prompt that initiates the behavior.
- Routine...Behavior...Action: What you do (habit)
- Reward...Benefit...Pleasure: Result from action taken
- "The Power of Habit" Charles Duhigg



Applying the Three Step Loop

- Alcoholics Anonymous (Bill Wilson, Dr. Bob Smith, Founders, 1935)
- AA in essence attacks the habits that surround alcohol use. It is a giant machine for changing the habit loops.
- AA succeeds because it helps alcoholics use the same cues, and get the same reward, but it shifts the routine.

Applying the Three Step Loop

- Michael Phelps, Olympic Medalist
 - Swimming coach, Bob Bowman
 - Focused on specific habits that would create the right mind-set.
 - Designed a series of behaviors that Phelps could use to become calm and focused before each race.
 - “Watch the video tape” actually did not exist.
 - Rather it was a mental visualization of the perfect race.
 - Other habits followed...Diet, practice schedules, exercising, sleep routines.

Applying the Three Step Loop

- Paul O’Neill, CEO Alcoa – 1987 thru 1999
 - His top priority would have to be something that everyone (Unions, Executives, Employees) could agree to be important.
 - “Everyone deserves to leave work as safely as they arrive”
 - “You shouldn’t be scared that feeding your family is going to kill you”
 - O’Neill decided to focus on: “Changing everyone’s safety habits”

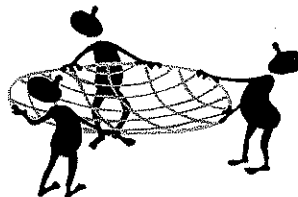
Applying the Three Step Loop

- O'Neill's safety plan, was modeled on the habit loop
 - Identified a simple "cue": An employee injury
 - Instituted an automatic "routine": Whenever someone was injured, the unit president had to report to O'Neill within 24 hours...And present a plan for making sure the injury never happened again!!
 - And the "reward": The only people who received promotions were those who embraced the system.
- This required constant communication from employee, to supervisor, to floor manager, to vice president, to unit president, in order to achieve the 24-hour notice to O'Neill.
- A perfect example of how one clear goal established by a strong leader could drive other changes in a company. In Alcoa's case, that included better worker-management relations, more innovation and a shift away from a hierarchical management style.
- Production costs came down; quality went up; safety awareness skyrocketed; injuries drastically reduced; morale improved.



"Your actions are a moving picture of your beliefs."

Don Eckenfelder, "Values-Driven Safety"



Should Safe Behavior Become Habitual?

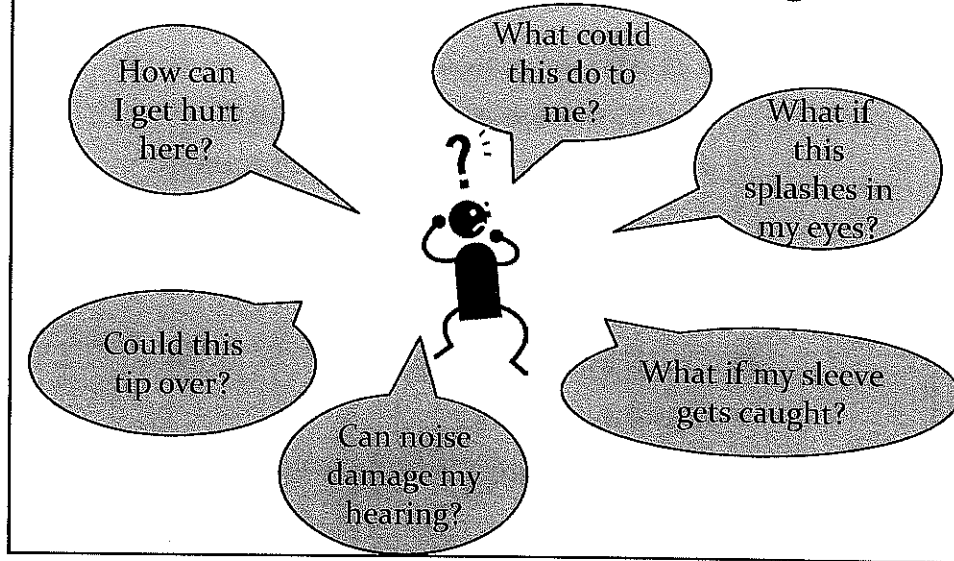
- Regular “routine” of doing something leads to fluency and automatic behavior.
- We perform the behavior without thinking about it.
- This becomes a state of “mindless” performance.
- Reflects the behavioral scientist’s term of “habit”.
- Oftentimes, our habits occur without conscious thought.
- Question...Is this the optimal state for safe behavior?
- Should safe behavior be performed automatically without conscious thought?

Habitual Behavior

- When correct and safe behavior occurs spontaneously without any preceding or concurrent thought process (or incorrect/unsafe behavior).
- Oftentimes, performed automatically without conscious thought.
- Doesn’t need a mental script to prompt or guide it.

- However... Might a mental script before, during and after a behavior be helpful.
- The ultimate safety state... Mindfully safe communications with ones self... Before, during and after their safe behavior...
(E. Scott Geller: Should Safe Behavior Become Habitual? EHS Today, July 9, 2013)

“Check it out” by asking



Working on Habits in Order to Change Behavior

- We all have the basic skills to use PPE.
- Or to bend at the knees when lifting.
- What is often missing is the ingrained patterns to engage in good behaviors on a habitual basis.
- No doubt, building better habits easier said than done.
- As such, employers need to: Be patient; Allow for ample time; Follow-up on progress; Assist employee to stay on track; Provide positive reinforcement for good behavior.

The Starbucks LATTE Habit Loop

- L...Listen to customer;
 - A...Acknowledge the complaint;
 - T...Take action by solving the problem;
 - T...Thank them;
 - E...Explain why the problem occurred.
-
- Cue...Unhappy customer;
 - Routine...LATTE
 - Reward...Happy customer and employee

Motivate for Workplace Safety

- Intention...Establish right message.
- Integration...Avoid confusion. Keep in the loop.
- Learning...Develop a learning culture.
- Engagement...Inspire involvement and ownership.
- Recognition...Sincerity goes a long way.
- Updates...Results, information, feedback, involvement.
- Employees...Encourage feedback. They bear the risks.
- Enjoyment...Make it real, make it fun.

Management as the Role Model Good Habits to Consider

- Sound hiring practices
- Effective orientation
- Setting the example
- Be approachable
- Walking the walk
- Be visible
- Be an employee advocate
- Participate in training
- Recognition
- Celebrate safety
- Inspire and motivate
- Site inspections
- Accident investigation (Root Causes)
- Safety culture vs. safety compliance

Consider this Habit...

- Management... Consider beginning each work day with a simple, but sincere, pep talk:
 - ✓ Thanks for being here;
 - ✓ Appreciate your efforts... Safe production, quality, craftsmanship;
 - ✓ Encourage employees to keep safety in the forefront;
 - ✓ See anything not right... Stop, fix, report;
 - ✓ Several quick stretching exercises.
- Commitment... Involvement... Communication
- Actively caring behavior!!
- The pass down to employees... They see the sincerity, the concern, the desire on behalf of their employer to promote safe production.

MSSC, INC.

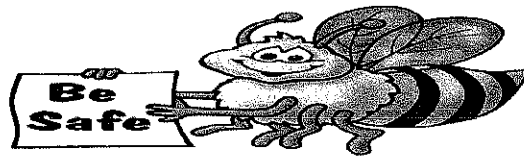
Safe Behavior Pledge Card

❖ I _____, promise to:

- Wear my seatbelt at all times while operating a motor vehicle;
Or as a passenger.
- Utilize appropriate PPE at all times when conducting work operations warranting the use of PPE.
- Ensure that all tools, equipment and machinery are in safe working order; Protective guards in place.

❖ Signature: _____ Date: _____

❖ Group application of the "safe behavior promise" strengthens a sense of group cohesion/belongingness.



I'm not a victim of my consequences...

I'm a product of my choices!!



References

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Questions?



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