What do leaders in your organization need to understand about safety in order to be effective? The seven insights presented in this session are based on decades of research, experience, and innovation. They will help leaders understand why good intentions are only the start for a safer workplace, how to sidestep common misinterpretations that can derail safety efforts, and the importance of leaders at every level being engaged with safety – starting with the most serious events first. The seven insights are these:

1. **Safety Performance Leads Business Performance**

What is the relationship between safety and organizational performance? When a senior leader understands how safety and organizational performance are connected and why they are connected, it will affect the way they think about their strategy and vision for the organization.

2. **Safety Leadership Starts with Attention to Serious Injuries and Fatalities**

Why should senior leaders focus their attention first on addressing serious injuries and fatalities (SIFs)? We will challenge the long-held practice of concentrating on minor incidents and hoping for a trickle up effect, and explain why leadership needs to familiarize itself with the most serious risks.

3. **Leadership Sets Safety Improvement in Motion**

How does safety leadership set the stage for safety improvement and why is it the starting point for successful organizational change? We will discuss what it means to be a safety leader and where safety leadership comes from.

4. **Culture Sustains Performance – for Better or for Worse**

What role does culture play in safety and organizational performance generally? Leadership drives culture and culture amplifies everything. We will discuss the very interesting relationship between leadership and culture, and the implications for the long-term future of the organization.

5. **Safe Decision-making Based on Core Safety Concepts**

How should senior leaders think about injury causation and prevention? We will discuss core concepts about injury causation that inform and guide strategies for decision-making and safety improvement.

6. **Understanding the Role of Behavior in Safety Performance Improvement**

What is the role of behavior in organizational safety? Is behavior really the cause of 80-95% of all injuries, or is behavior the effect, the result of other organizational factors? We will discuss this controversial and poorly understood idea along with the implications for senior leaders.

7. **Cognitive Bias Affects Safety Decisions**

What does it mean to make a safe decision and how does cognitive bias affect our judgment? We will explain several biases that affect safety related decisions and how they misdirect our efforts to improve.
In a world where work is inherently risky and exposure to risk is ever-changing, organizations must be clear on their value for safety and the data-driven approaches that will chart their progress. Every person and every organization has the opportunity to be excellent at safety. It is good for your people, it is good for your culture, and excellence in safety fosters excellence in other areas of performance.