



**Protective**  
Insurance Company

AUGUST 24-25



**CLAIMS**

**SAFETY**   
2015 SEMINAR



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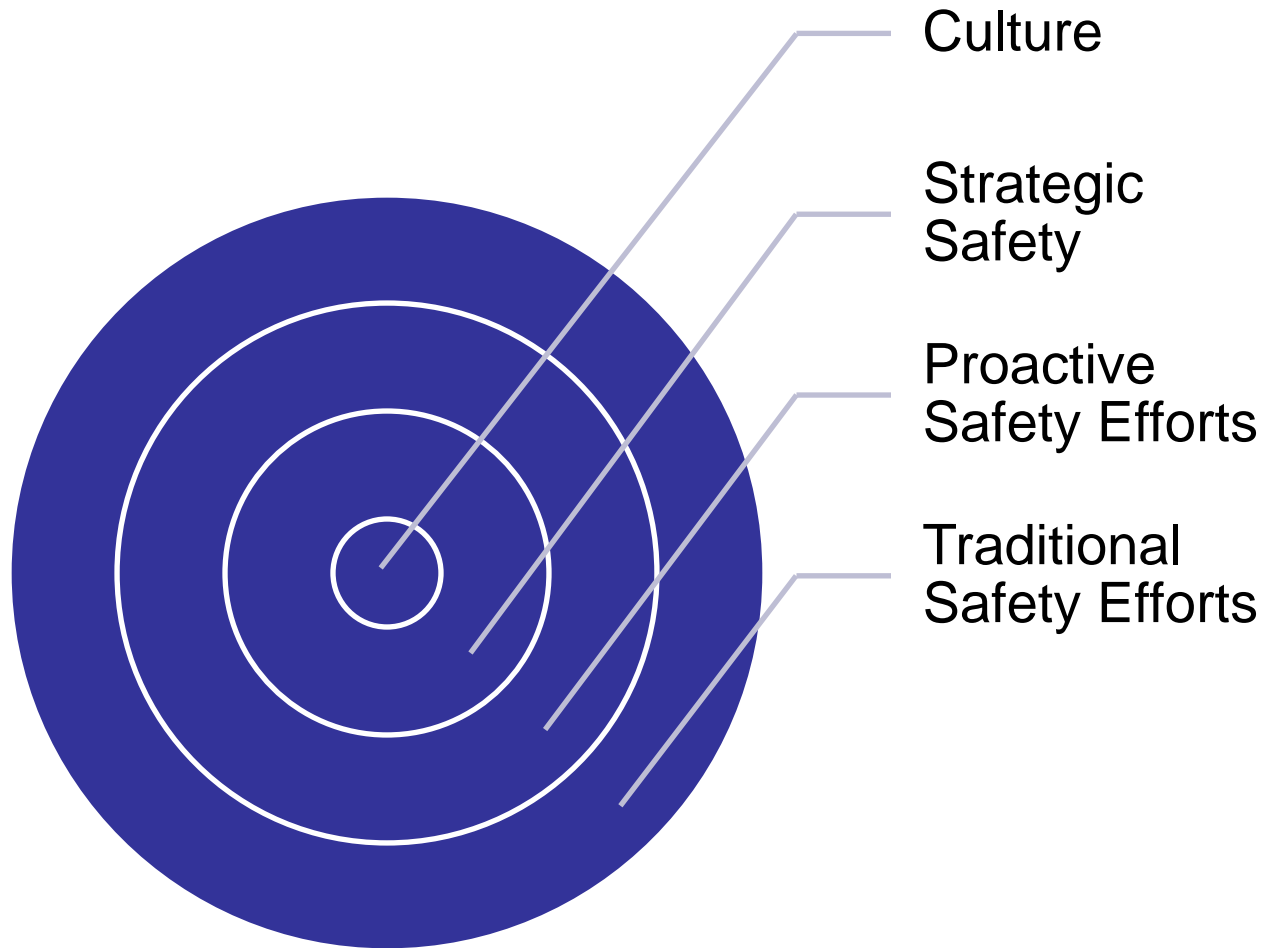
# Safety Culture

## Newest Approaches and Tools

**Terry L. Mathis**  
**Founder, CEO**  
**ProAct Safety, Inc.**



# The Problem



# Problems Specific to Trucking

## Logistics

- Lone workers
- Scattered workplaces

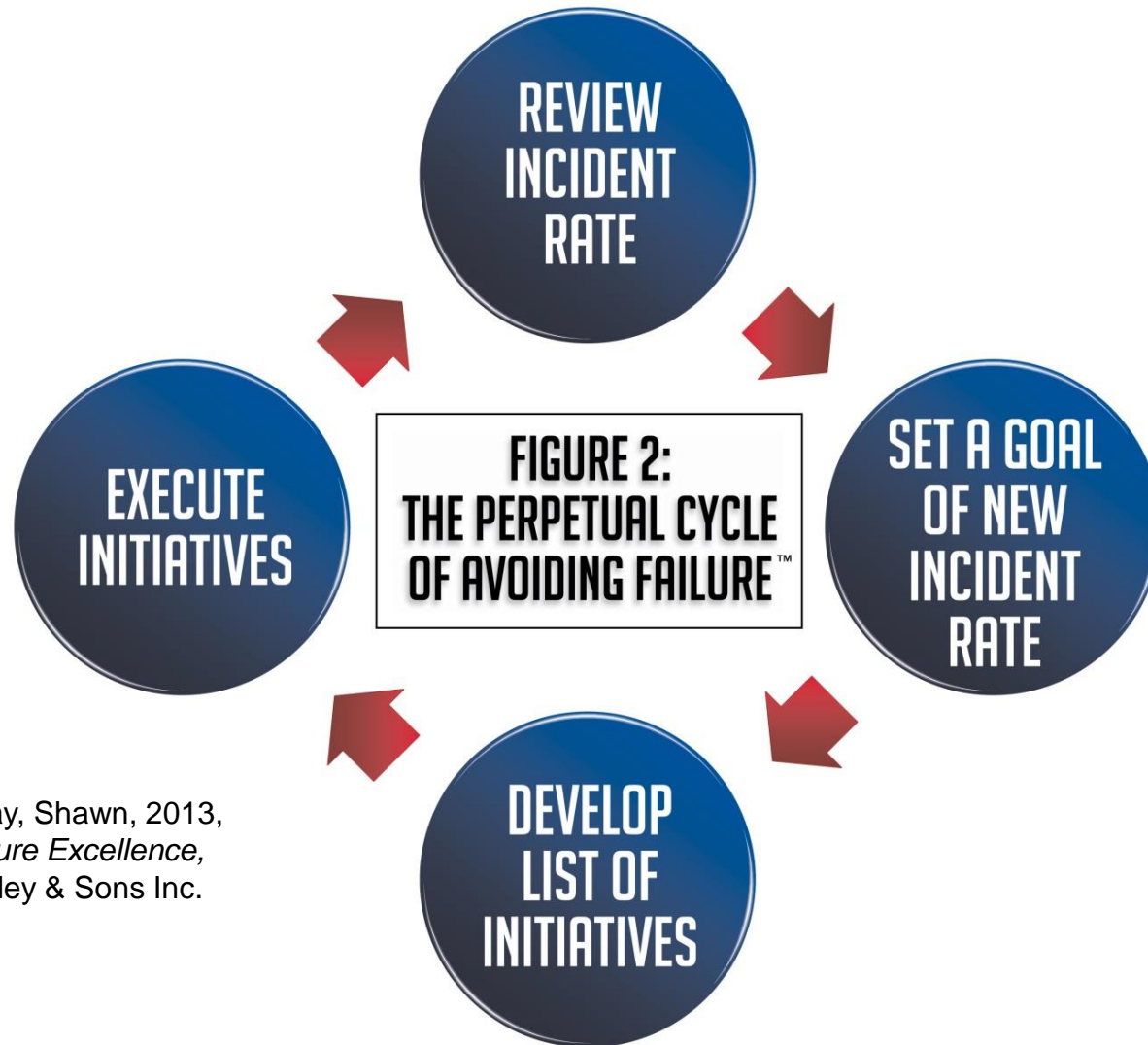
## Supervision

- Only at home base
- Unavailable on road

## Communication

- Limited personal
- Media limited

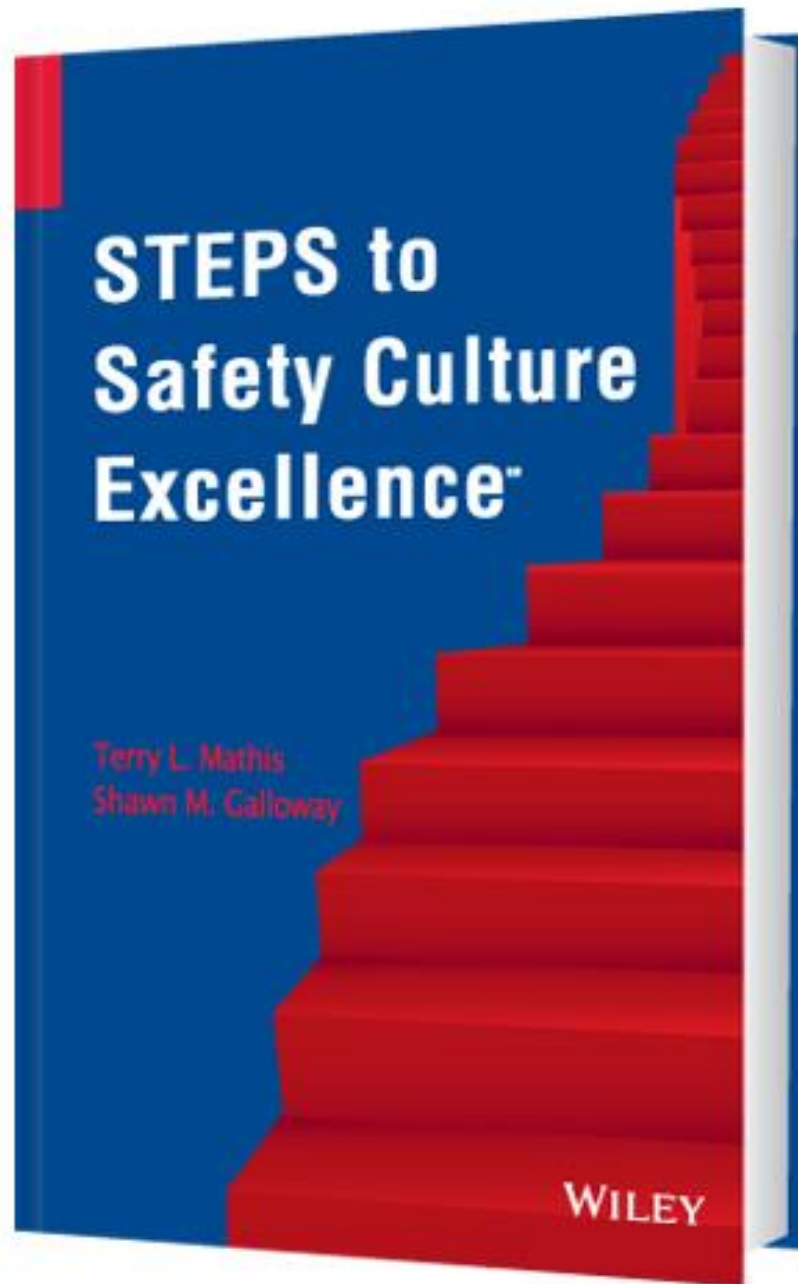
# What will a Safety Culture do for us?



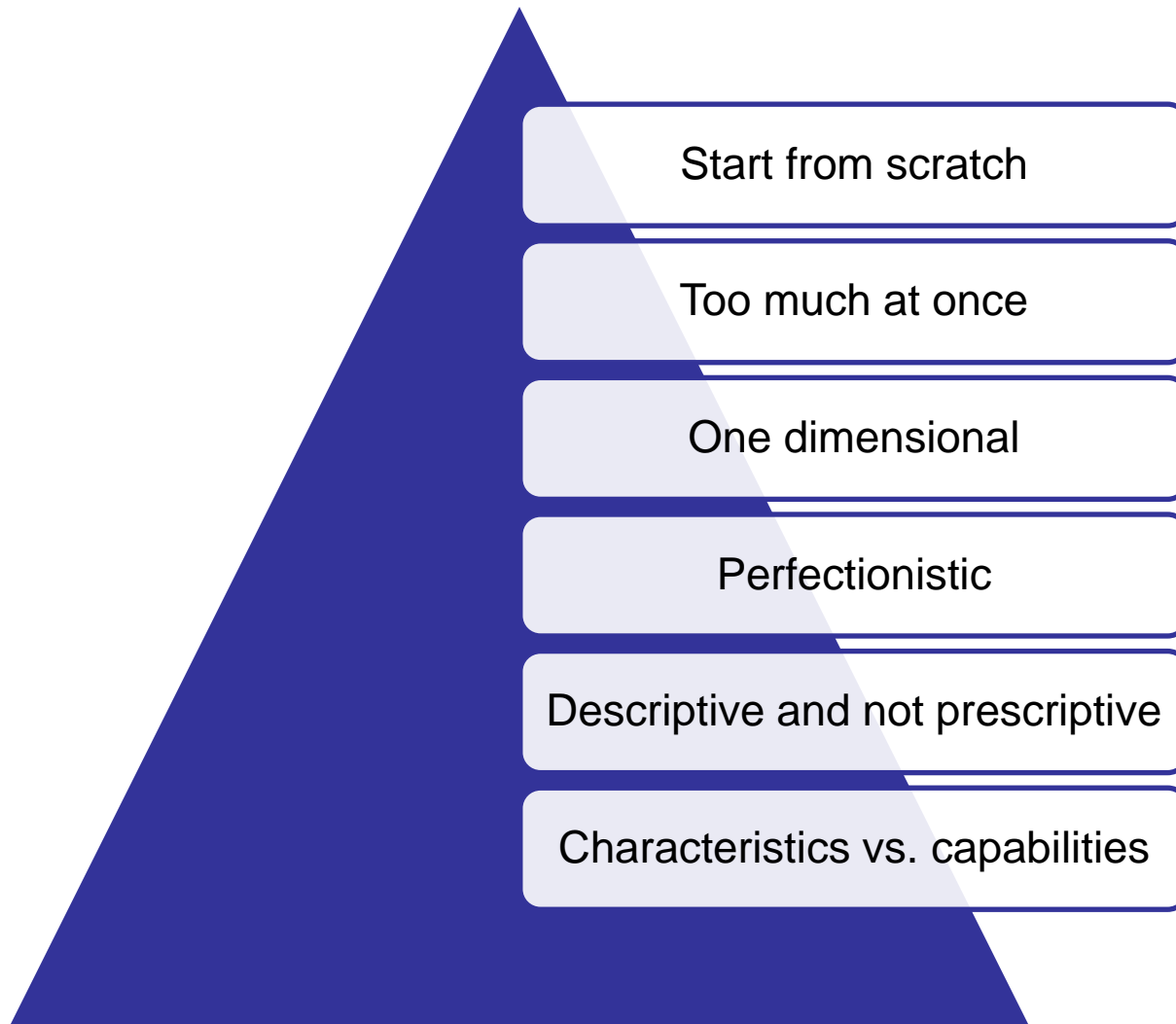
Mathis, Terry & Galloway, Shawn, 2013,  
*STEPS to Safety Culture Excellence*,  
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# Books on Safety Culture





# Traditional Approaches to Safety Culture



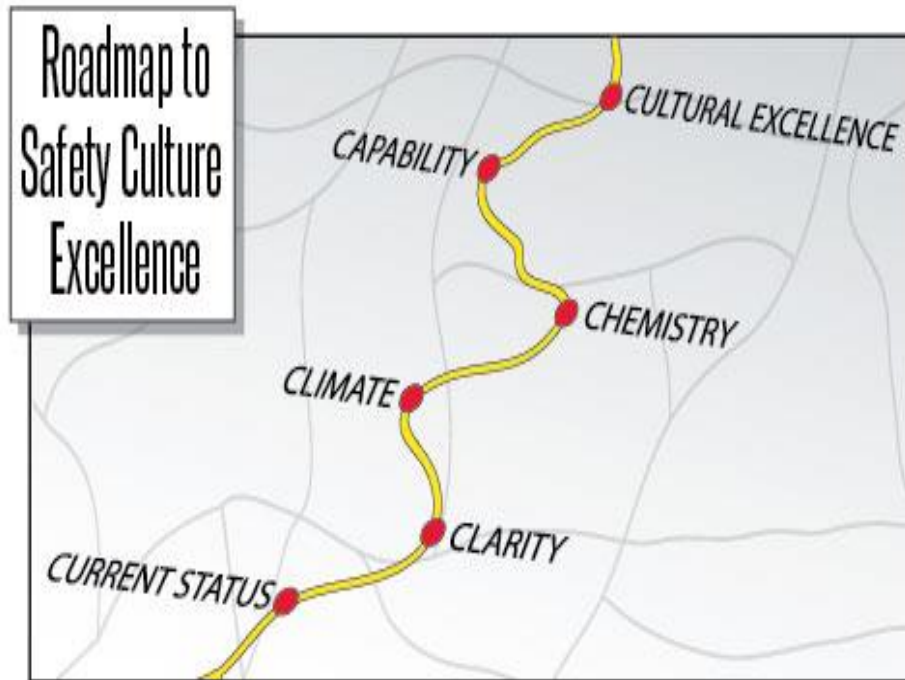


# The Best Approach

...is less about having all the answers and more about asking the right questions.



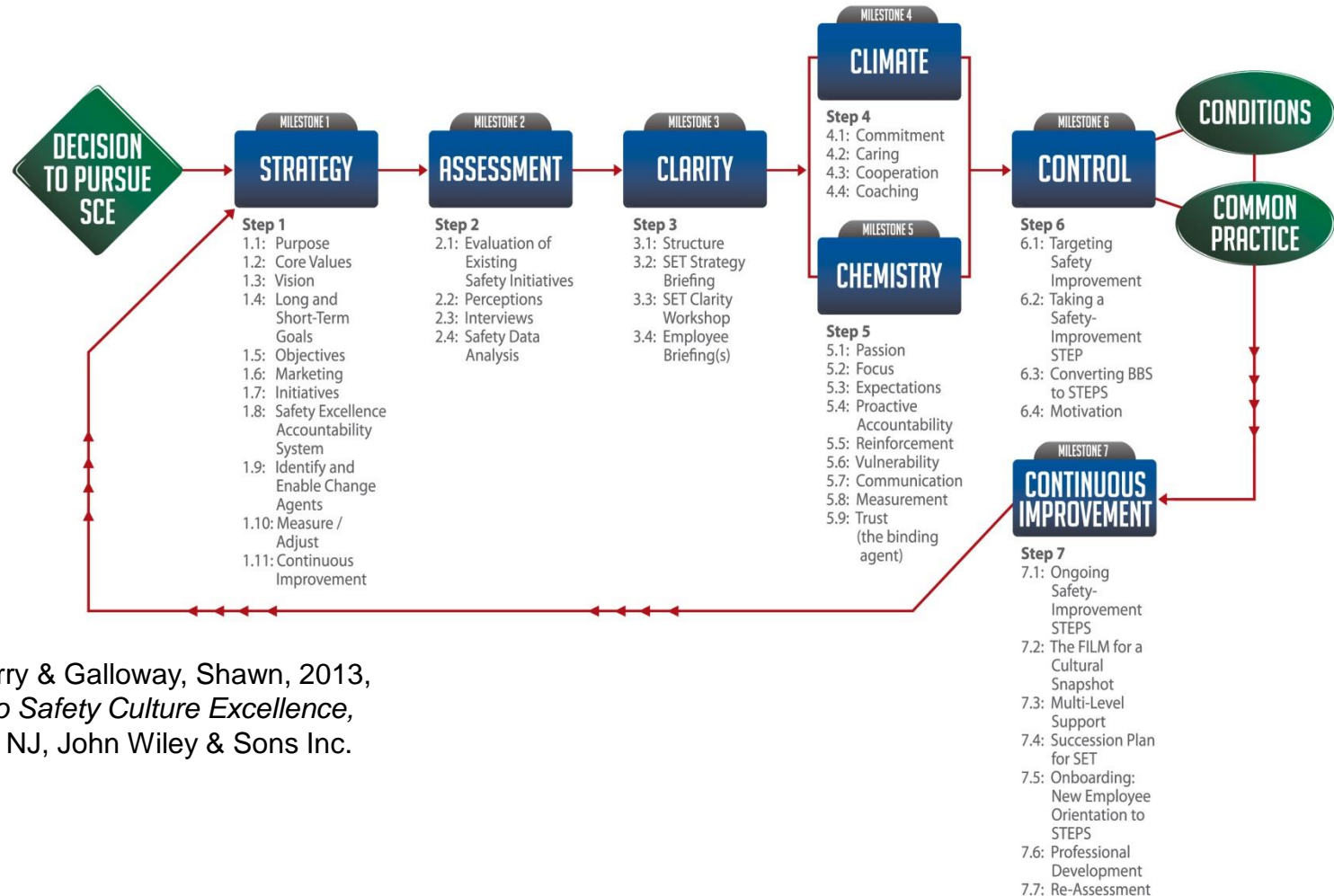
# When you ask the Right Questions



- You can create a roadmap from where you are to where you want to be.

# What are the Right Question?

**FIGURE 9: STEPS FLOWCHART**



Mathis, Terry & Galloway, Shawn, 2013, *STEPS to Safety Culture Excellence*, Hoboken NJ, John Wiley & Sons Inc.

# Question #1

Should  
you  
decide  
to take  
this  
journey?

- What is your rationale:
  - Business reasons?
  - Safety reasons?
  - Altruistic reasons?
  - A combination of these?
- BTW: Don't you have something better to do?

# The Basic Capability (STEPS)

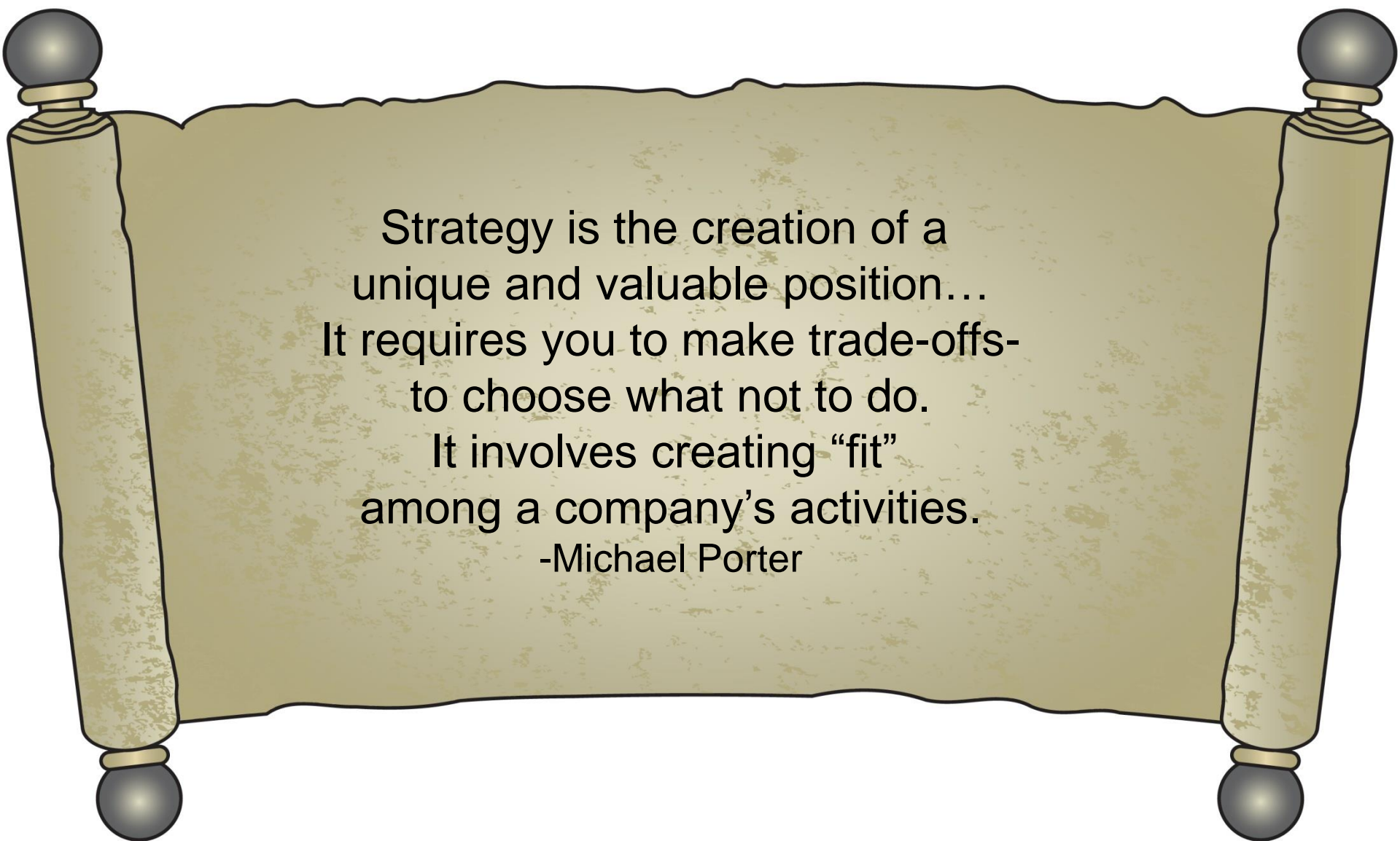


# Question #2

What is  
the  
strategy?

- Do we have a compelling purpose?
- Can we create a vision?
- How do we market this to the troops?
- Which programs will help us? Which won't?
- How do we measure our success?

# Strategy

A scroll with a definition of strategy. The scroll is unrolled and has a textured, aged appearance. It is held by four dark, spherical weights at the corners. The text is centered on the scroll.

Strategy is the creation of a  
unique and valuable position...  
It requires you to make trade-offs-  
to choose what not to do.  
It involves creating “fit”  
among a company’s activities.  
-Michael Porter

# Question #3

Do you  
know  
your  
current  
safety  
culture?

- What capabilities does it have?
- What capabilities does it need to acquire?
- Can it carry out your strategy?



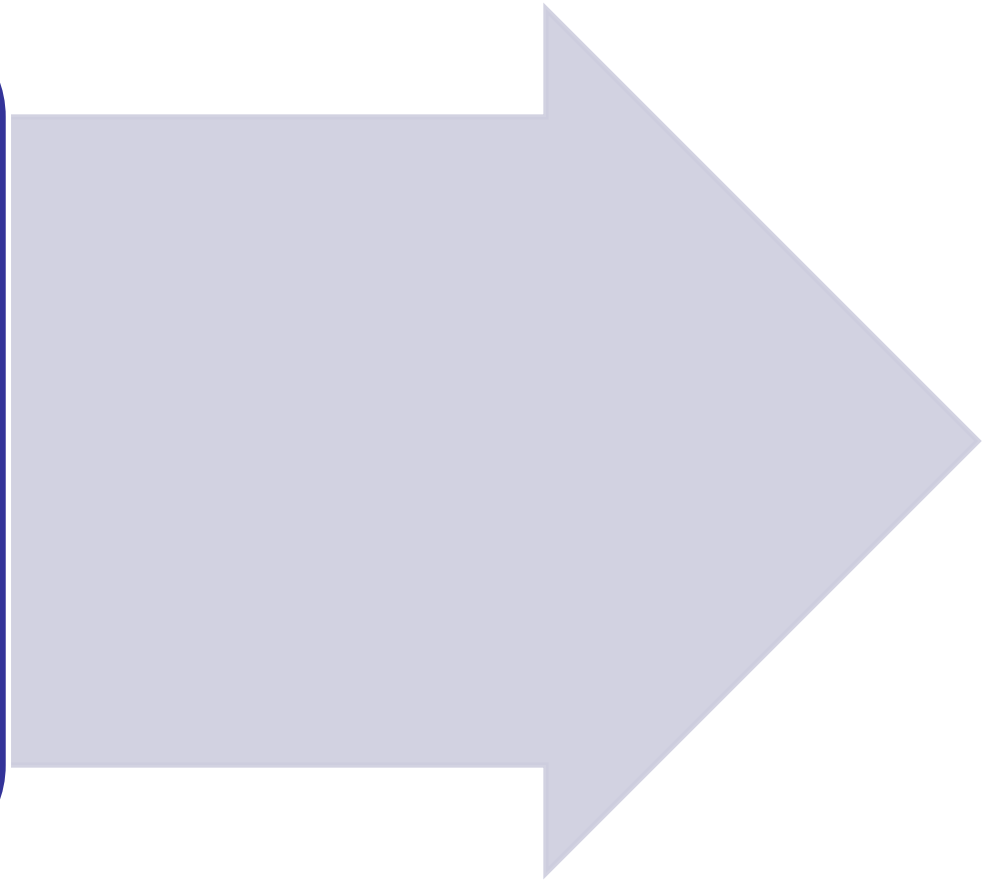
# Question #4

Is everyone clear on where your are going and why?

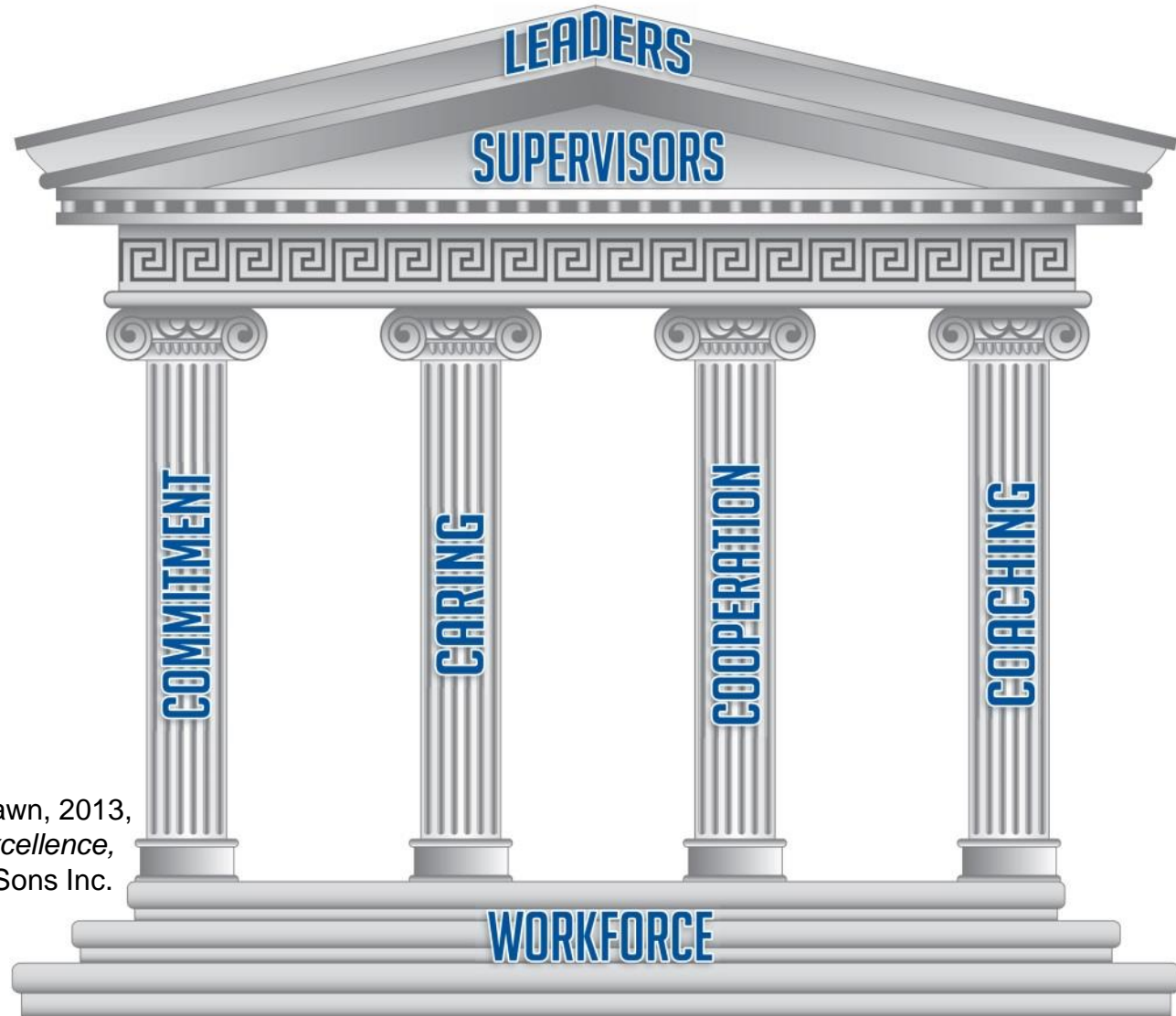
- Do you have shared definitions?
- Is everyone on the same page?
- Does each person have clear Roles, Responsibilities, and Results (RRRs)?
- Will it carry out your strategy?

# Question #5

Do you  
have  
the right  
climate?



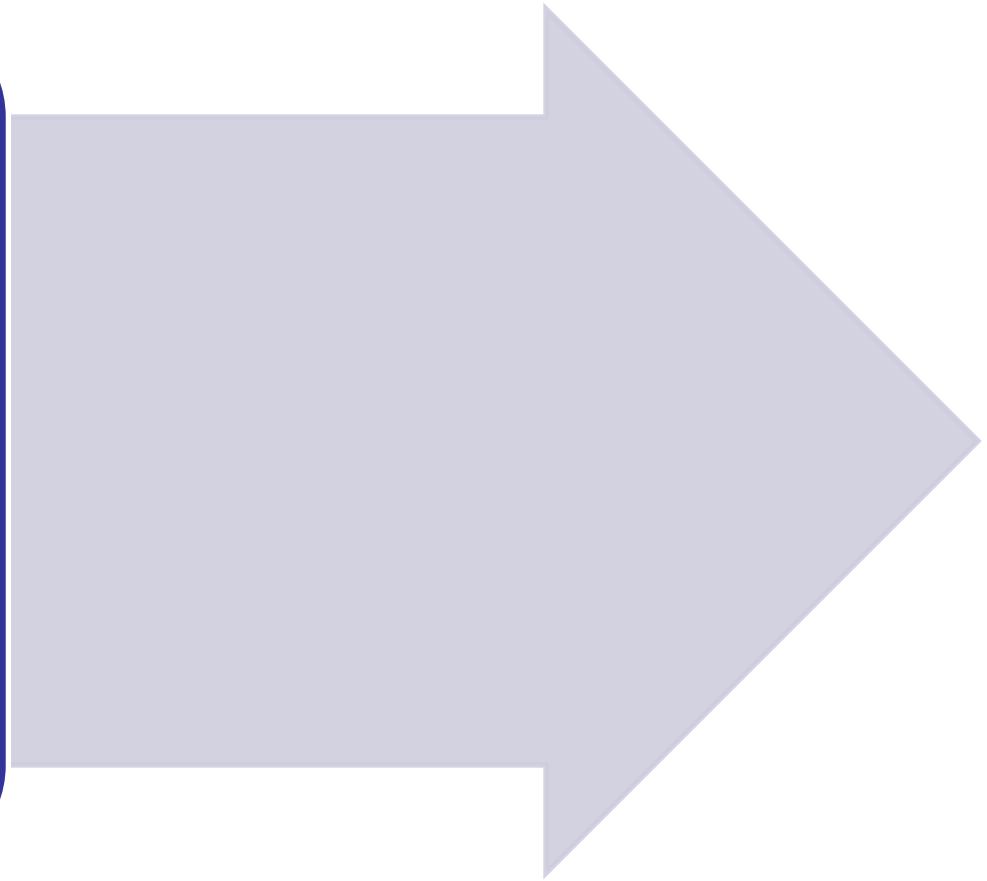
**FIGURE 19: THE FOUR PILLARS OF SAFETY CLIMATE™**



Mathis, Terry & Galloway, Shawn, 2013,  
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# Question #6

Do you  
have the  
right  
chemistry?



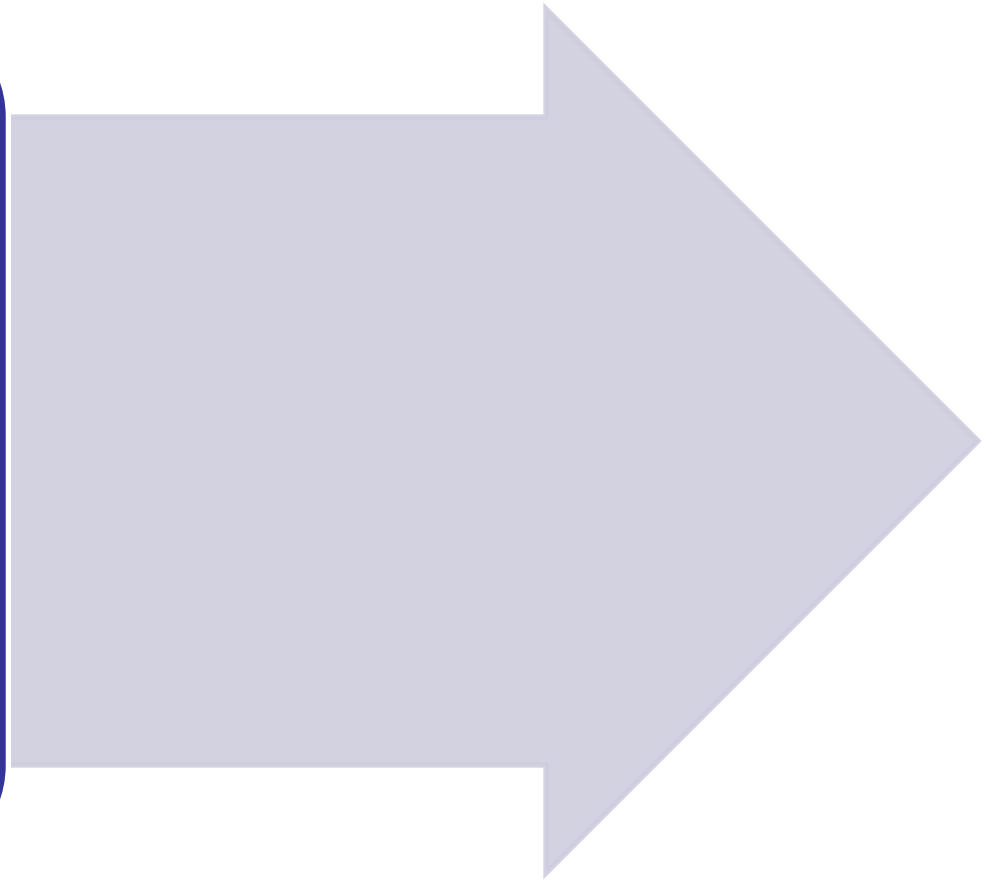
**FIGURE 21: THE CHEMISTRY OF SAFETY CULTURE EXCELLENCE™**



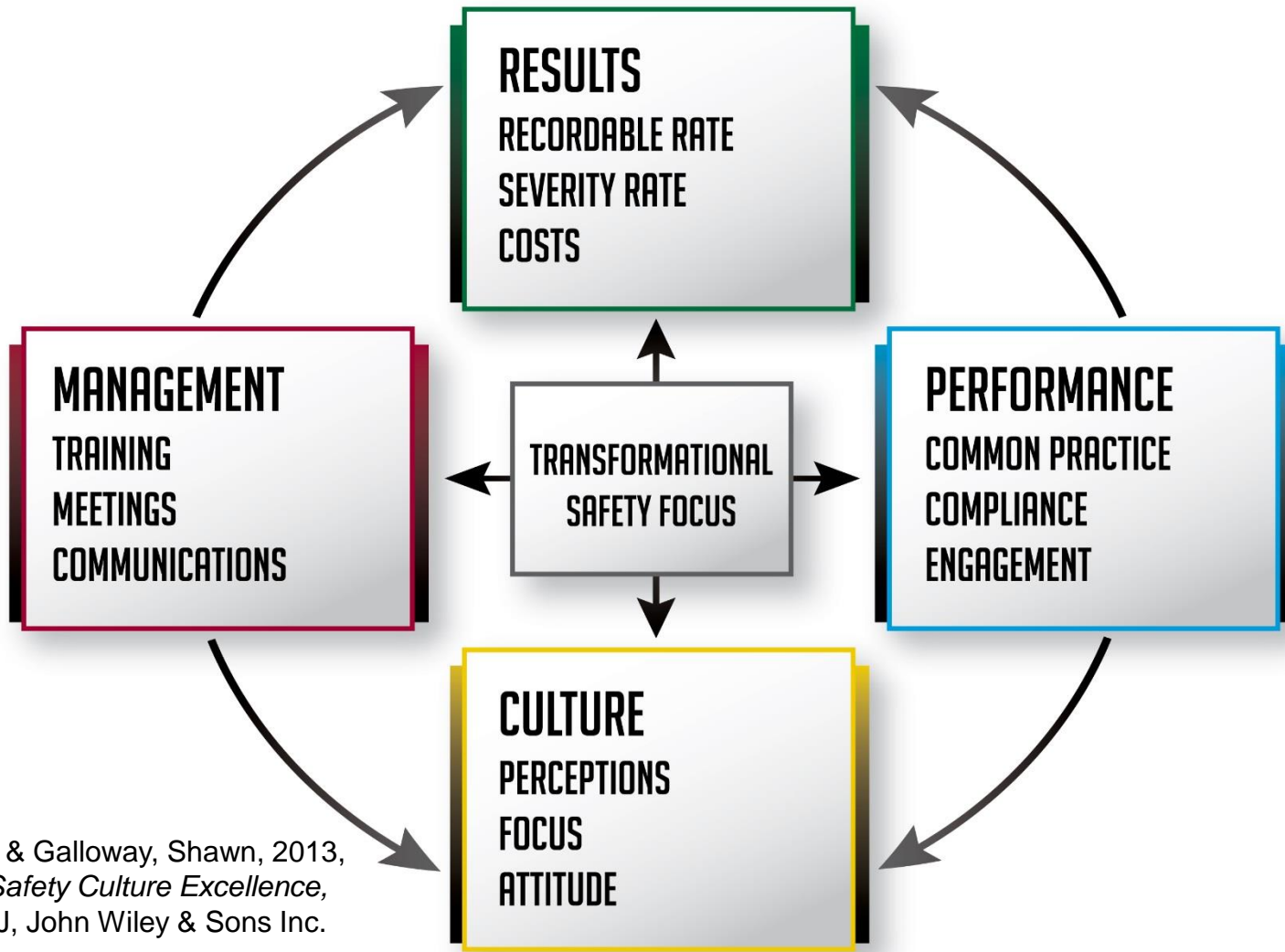
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# Question #7

Are you  
in  
control?



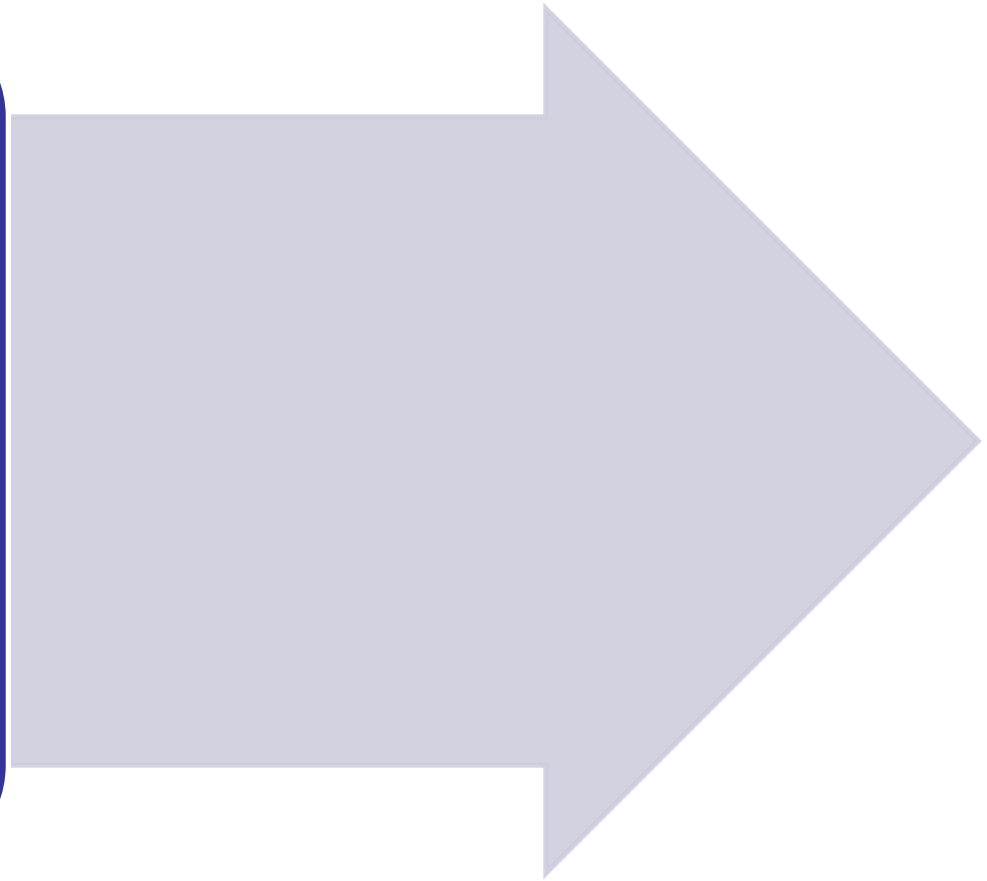
**FIGURE 22: SAMPLE BALANCED SCORECARD FOR SAFETY EXCELLENCE**



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# Question #8

Are you  
continuously  
improving?



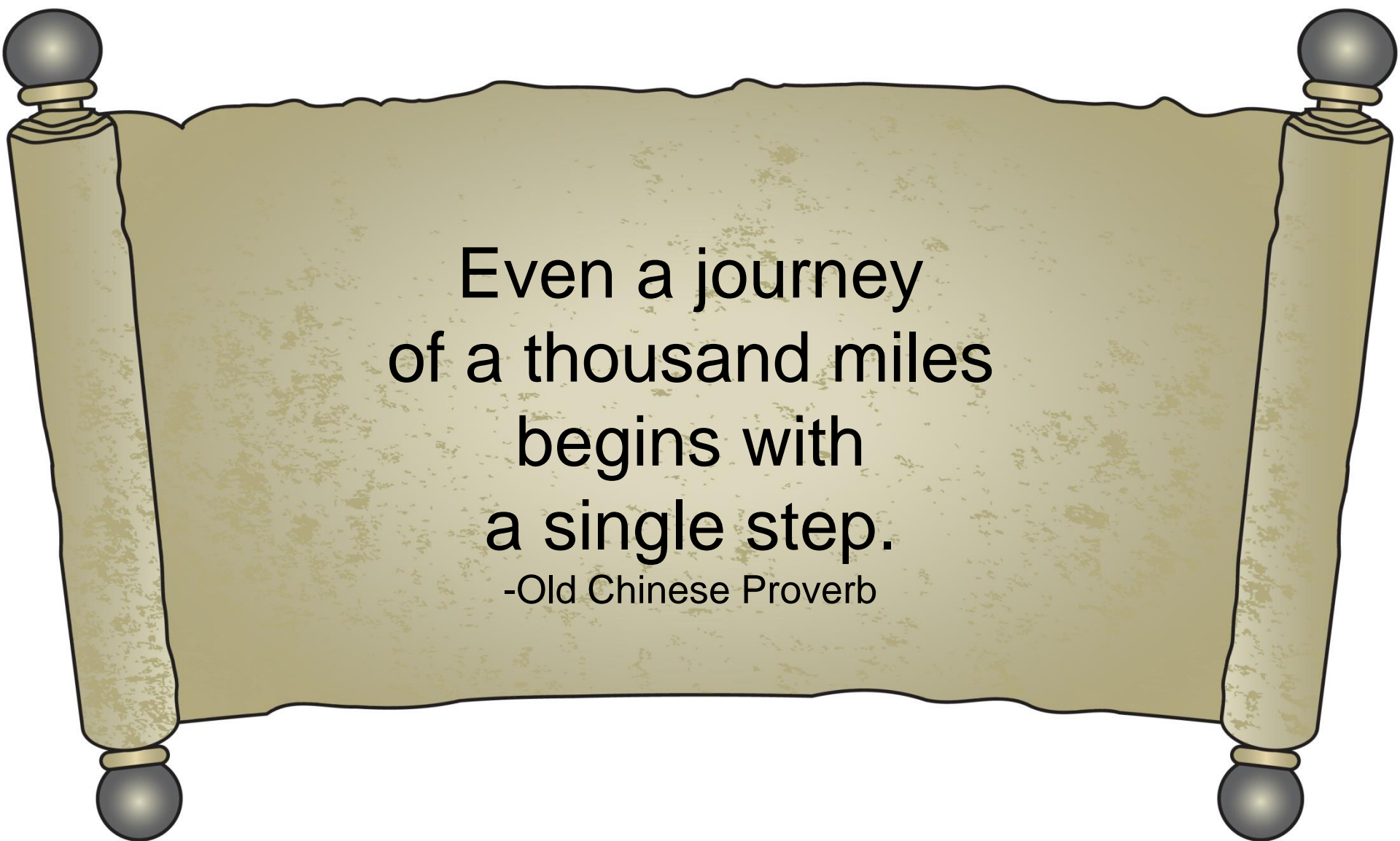


**FIGURE 18:  
MILESTONES ON THE  
STEPS PATHWAY™**



Mathis, Terry & Galloway, Shawn, 2013,  
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**...a journey; not a destination.**



Even a journey  
of a thousand miles  
begins with  
a single step.

-Old Chinese Proverb

# Further Tools

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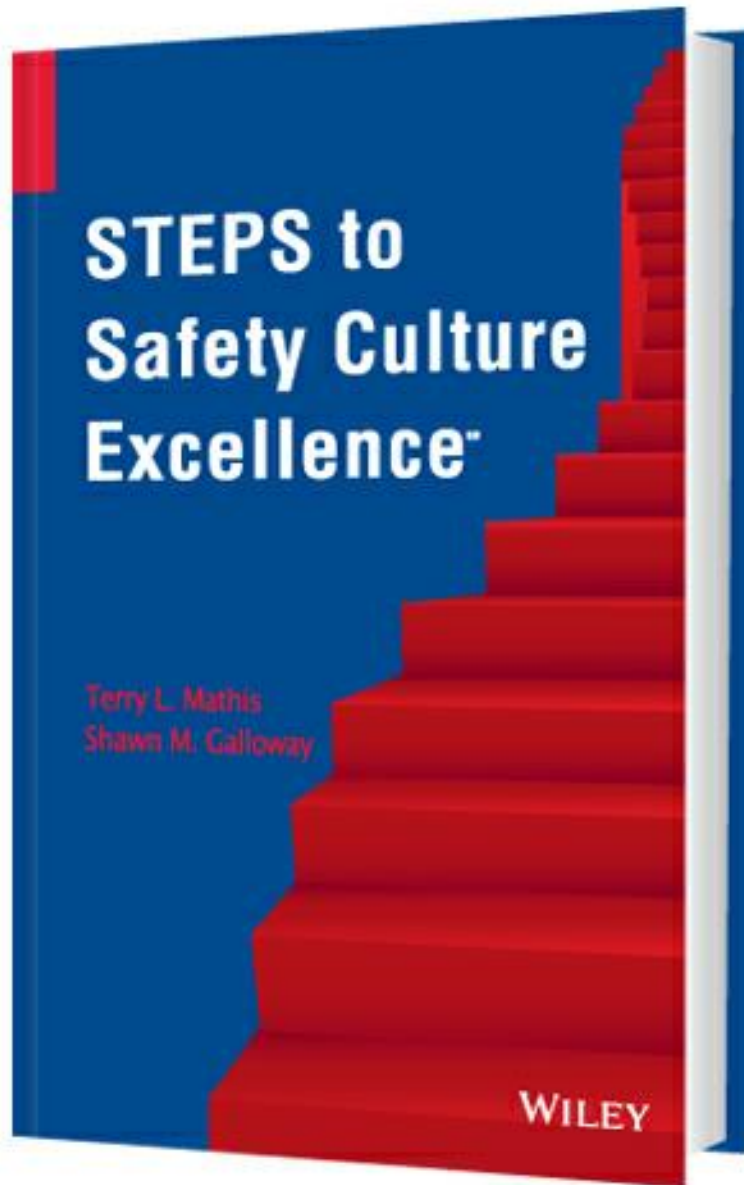


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# Forecasting Tomorrow: The Future of Safety Excellence



Shawn M. Galloway  
Terry L. Mathis

SCE Press



Terry L. Mathis  
Founder, Chief Executive Officer  
ProAct Safety  
+1.936.273.8700  
1.800.395.1347  
[info@ProActSafety.com](mailto:info@ProActSafety.com)

Weekly Podcasts: [www.SafetyCultureExcellence.com](http://www.SafetyCultureExcellence.com)  
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