



Corporate Culture vs. Safety Culture: They are one in the same.

Your company's culture can be defined as *"the way we do things around here."* It is the way we interact with each other; it is an expected behavior. And it begins at the top with owners, managers, and supervisors. We touched on this a little in last year's RMAC meeting with Manager Trainings, but Risk Manager, Jason Brown, has brought an entire program to the table.

The ICARE program is a way to build company and safety culture, but it needs to be adopted at the top level to have an impact on the overall organization. ICARE is built off 5 pillars that are outlined below. We are exploring the best options to introduce this our members/insureds.

ICARE – Safety in leadership

- **INVEST** the time to get to know your employees.
 - The goal is to invest the time to know your employees personally, not just how well they do their job. This develops a personal connection with your employee and a "trust factor".
- **COMMIT** to safety through actions and words.
 - What is important to you will translate as important to your employees. Employees look to their owners, managers, and supervisors for guidance and acknowledgement of the actions they are performing.
- **ACT** to ensure follow-through on what is needed to succeed.
 - Managers and supervisors have a responsibility to act when they recognize unsafe behaviors. Don't wait because you are busy. Quick and decisive action reaffirms the commitment to safety mentioned above.
- **REINFORCE** positive behaviors and address negative ones.
 - Make a practice of giving both positive and negative reinforcement. Positive recognition helps improve employee motivation and morale... and lessens the blow if/when negative reinforcement is needed.
- **EXPECT** your employees to **PRACTICE** safety.
 - Setting expectations for the employees under your supervision makes their job duties clear... and your job a little easier. Be engaged, treat them fairly, prepare them for success, and hold them accountable. And hold yourself to those same standards.

For more information on this entire program, please contact your ATA Comp Fund or Alliance Interstate Risk (AIR) Risk Manager.