

# 5 Tips to Engage Supervisors in Safety Culture Improvement

Safety culture improvement starts with senior leaders, but culture only truly shifts when frontline employees become fully engaged. Frontline supervisors play a critical role in ensuring that engagement happens. These tips will set supervisors up to successfully execute any culture change.

01



## Define Culture Behaviorally.

Describe your desired culture in concrete terms. Pinpoint behaviors that frontline employees should do to promote the culture and then pinpoint behaviors that supervisors should do to encourage those frontline behaviors.

02



## Provide Behavior Management Skills Training.

Train supervisors in delivering positive and constructive feedback and positive reinforcement. These essential skills will enable them to encourage desired safety culture behaviors and discourage behaviors that do not support the culture in their direct reports.

03



## Carve Out Time.

Culture change cannot happen when supervisors spend their days in meetings or tied to a computer. Make sure supervisors have time in the work area to interact with their direct reports and provide feedback around safety culture behaviors.

04



## Create Cascaded Accountability.

Hold supervisors accountable for looking for and reinforcing desired safety culture behaviors. Managers should provide feedback and positive reinforcement to supervisors around their coaching of frontline employees.

05



## Share the Impact.

Be sure to share noticeable improvements so that supervisors see the impact of their actions. Highlighting positive change will reinforce everyone's efforts and help sustain the improved culture.