

# CIF Health & Safety Summit, November 12<sup>th</sup> 2019 Croke Park, Dublin

**You impact people more than  
you realise!**

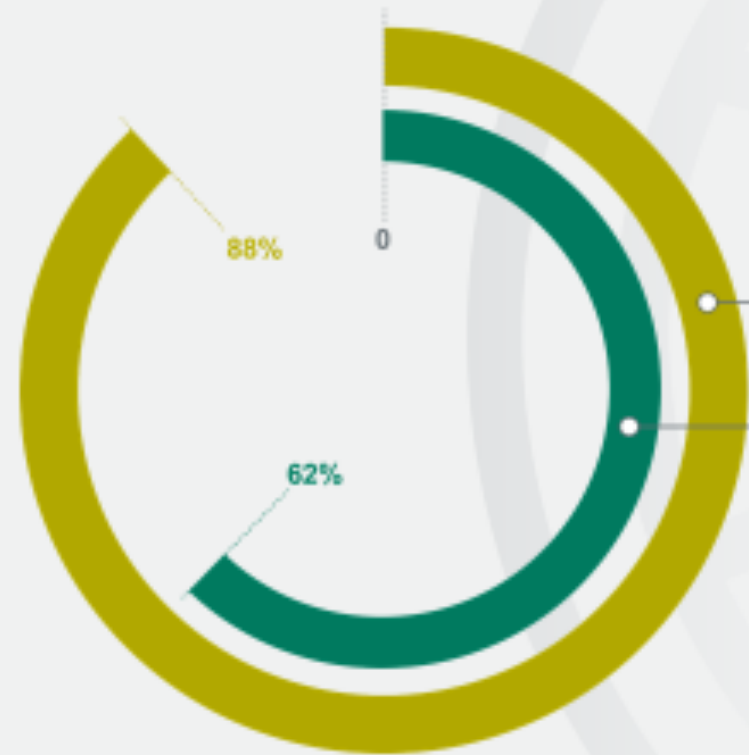
Brian Kraus  
Global Safety Services Lead  
ERM

© Copyright 2018 by ERM Worldwide Group Limited and/or its affiliates ('ERM'). All Rights Reserved.  
No part of this work may be reproduced or transmitted in any form or by any means, without prior  
written permission of ERM.



**A eureka moment  
...and insights from some of the  
most informed individuals in  
the safety field**

They told us...  
there stakeholder expectations are rising.



**88%** reported increased pressure from stakeholders

**62%** thought regulators taking a tougher stance

The survey tells us

**Safety** is a **source**  
**of increasing risk**  
and **opportunity**  
for business!

They told us...

leadership engagement is key, but leaders need to step up and gain new skills

**75%**

identified leadership engagement  
(at all levels) as the most effective  
means of delivering behavioural  
change on the front line

They told us...

Leadership engagement is key, but leaders need to step up  
gain new skills

# Only 29%

felt leaders at all levels were effective  
at hazard recognition/engaging  
effectively as coaches on the frontline



**70-80% of  
leaders  
engagements  
negatively  
impact  
culture and  
behaviours**



**Leaders are too demanding ... of themselves!**

**Our brains have limited capacity to absorb data**

**Time and technique to observe differently for better informed decisions in the office and on the frontline**





## Leaders impact people more than they realize

Be conscious of the impacts you create – especially at moments that matter. Use your engagements to cause change.

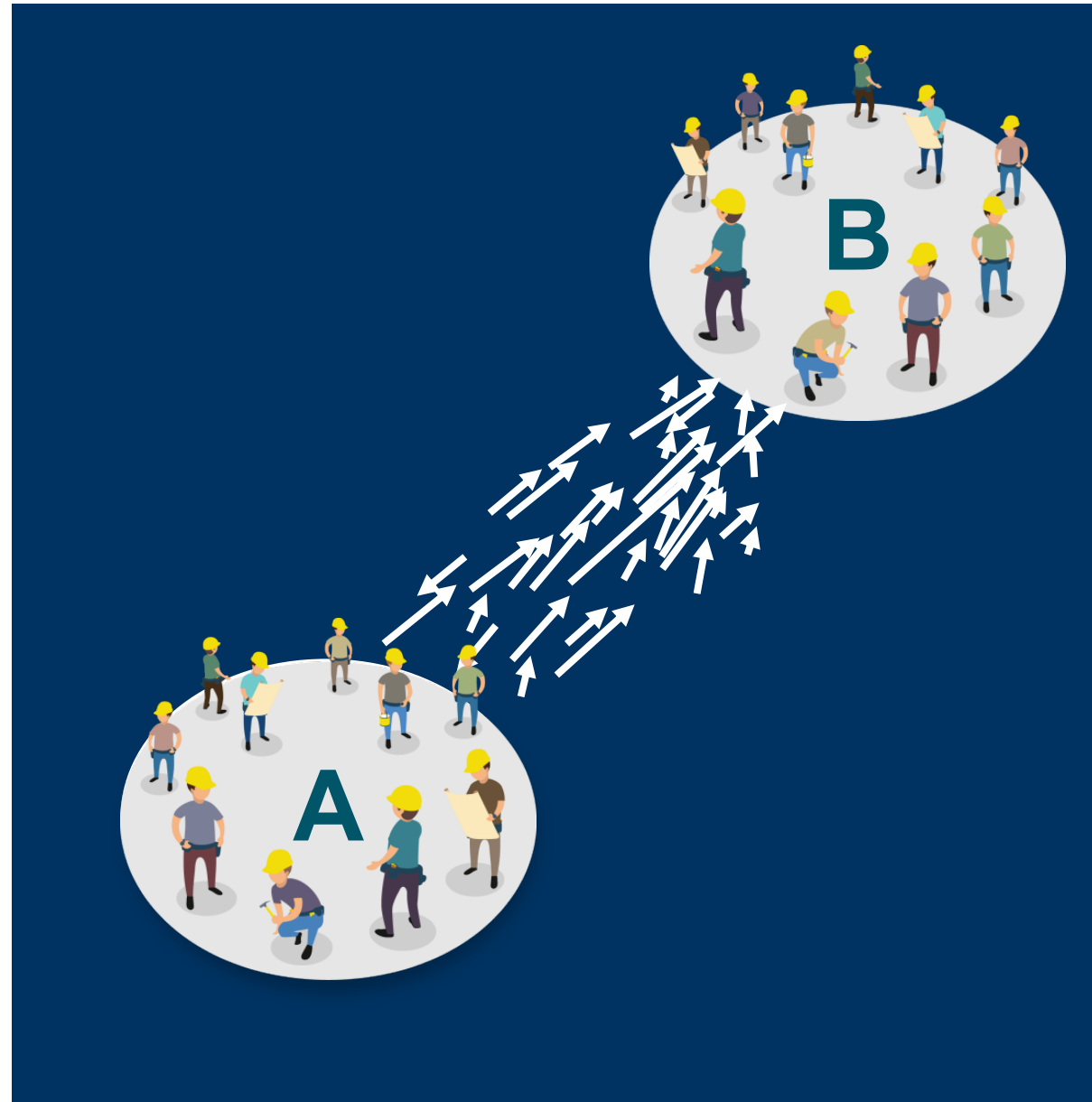
- The more senior you are the more impact you have
- Your words have a long echo
- You are being watched!



# A to B through leaders engagements

Leaders' engagements are like vectors: they have both magnitude and direction

- More vectors pointing in the right direction
- Increasing the number of vectors = more engagements on safety
- Greater magnitude = more impact from your engagements



**Growing expectations  
on safety are a source  
of increasing risk and  
opportunity for  
business**

**Rising to the challenge  
implies change**

**The change starts with  
you or it doesn't start!**





## Contact

Brian Kraus  
Global Safety Services Lead  
ERM  
[brian.kraus@erm.com](mailto:brian.kraus@erm.com)

