

# The Positive Shift: Reframing Messaging For Real Engagement



Josh Schmitz, Safety Director



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## From Reactive to Proactive



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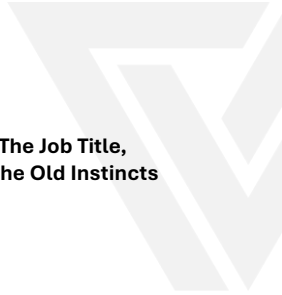
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**I Had Changed The Job Title,  
But Kept A Lot Of The Old Instincts**



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**I Don't Have All Of The Answers...**



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**Is Workplace Safety and Health  
Designed to Be Negative?**



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**When You Walk, What's The First Thing  
You're Looking For?**

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**We Were Trained To Find What's Wrong**

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**What's The Thing You Find Yourself  
Correcting Every Single Day?**

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**It's a Sh\*t Show**



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**People Weren't Learning What Good Looks Like,  
They Learned How To Avoid Making Me Angry**



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**You Have To Recognize And Appreciate The Small Wins**



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**I Did My Job Ensuring Compliance, But Did I Make A Positive Impact In The Moment?**



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**There Are Two Sides To Every Story**



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**I Was Trying To Control Something  
I Had Very Little Control Over**



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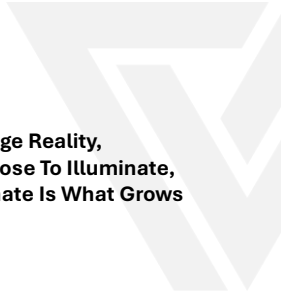
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**I Didn't Change Reality,  
I Changed What I Chose To Illuminate,  
And What You Illuminate Is What Grows**



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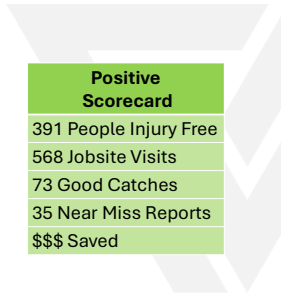
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<b>Traditional Scorecard</b>
Injuries
DART / TRIR
EMR
Failed Inspections
OSHA Citations

<b>Positive Scorecard</b>
391 People Injury Free
568 Jobsite Visits
73 Good Catches
35 Near Miss Reports
\$\$\$ Saved



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**I Stopped Reporting On What Went Wrong  
And Started Reporting on What We Are Building**



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**Instead Of...**

Why aren't you tied off?

We've been over this a hundred times!

This is unacceptable!

You know better.

**Try...**

What do you need to make tie off easier?

Help me understand what's making this hard to retain?

Here's the standard, let's figure out together...

What was happening in the moment?

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**The Standard Didn't Change  
My Approach To Getting There Did**




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**Consistency Builds Trust**




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**What This Did For Me Personally**



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**You Can't Build A Positive Safety Culture On  
A Foundation Of Fear  
Including Your Own Fear Of Failure**



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**Be Firm On Standards  
Flexible On Solutions**



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**Enforcement Creates Compliance  
Relationship Creates Culture  
You Need Both**



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Safety Enforcer
Shows up to find what's wrong
Reacts to problems
Measures failures
Gives Orders
Compliance leaves when you do
People dread your arrival

Safety Architect
Shows up to build something
Designs the right choice as the easy choice
Measures what's going right
Asks more than tells
Culture stays when you leave
People use you as a resource



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I'm A Work In Progress



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What's One Thing You Will Say Differently Tomorrow?

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The Shift Is Small. The Impact Is Large.

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