

FIT FOR WORK · WORKSTEPS
Alliant Energy
Speaking Safety at the Top
 BUILDING EXECUTIVE UNDERSTANDING & SUPPORT FOR PROGRAM SUCCESS

wherever you are, *WE ARE.* FROM HIRE TO RETIRE.

1

Quickly Meet Your Presenters



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2

Today's Learning Objectives

1. How to align safety initiatives with business priorities
2. How to translate safety wins into measurable outcomes
3. How to develop messaging for C-Suite



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3

Our Agenda

- 01 Setting the Stage
- 02 Do Your Homework
- 03 Connect Safety to Value
- 04 Gain Executive Alignment

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4

Question

What is your biggest obstacle to securing leadership support?

- A. No direct access to leadership
- B. Doesn't seem to be important to them
- C. Lack of alignment
- D. Don't have proof points they want

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5


Setting the Stage

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6

Why Safety Needs a Strong Voice



- ✓ Retention
- ✓ Productivity
- ✓ ESG Goals
- ✓ Revenue

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7

Do Your Homework

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8

1. Study Your Leadership



- Analyze and try to understand leadership team members' styles and dynamics.
- What stories do they tell in meetings? What phrases do they use?
- What resonates with them? Visuals, hard data, storytelling, etc.

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9

2. Understand Objectives

- Review your company's high-level objectives and identify how can align your initiative with these objectives.
- Notice the "language" of the objectives for incorporating into your talking points.
- Find ways you can integrate more than one objective (business goals, employee focus).



10

3. Determine Impactful Data



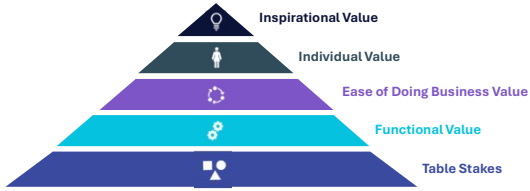
- Combine what you learned about leaders and corporate objectives. What matters most?
- Identify what data and proof points will resonate prominently with your leadership.
- If you don't already know, investigate how you can gather and/or access needed data.

11

Connect Safety to Value

12

Bain & Company: Value Pyramid



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13

Functional Value

- 1 MSD Reduction
- 2 Quality Improvement
- 3 Top-line Growth

- Tangible operational improvements – such as efficiency, cost reduction, and output

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14

Ease of Business

- 1 Assessment Time
- 2 Standardization
- 3 Transparency

- Smooth implementation
- Easy for employees to adapt and adopt new practices and processes
- Ability to scale across multiple sites
- Time to realize impact

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15

Individual Value

- 1 Reputation Protection
- 2 Anxiety Reduction
- 3 Marketability Gain

- Help each individual understand how the initiative will help them (and their team)
 - Protects them
 - Shines a spotlight
 - Instills confidence

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16

Inspirational Value

- 1 Turnover Reduction
- 2 Social Responsibility
- 3 Sustainability

- How initiative contributes across the organization:
 - Brand
 - Culture
 - Differentiation

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17

Highlight Business Impact

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18

Question

Which of the four levels of the Value Pyramid do you think resonate most with your C-Suite?

- A. Functional Value
- B. Ease of Doing Business
- C. Individual Value
- D. Inspirational Value

19

Gain Executive Alignment

20

1. Find Your Champions



- A member of leadership team or someone who works directly with leadership, along with a friendly curmudgeon
- Share your framework; get their thoughts
- Incorporate feedback as you build

21



2. Frame Messaging Effectively

- Frame in the manner they need to see it; not in the manner you prefer.
- Lead with impact upon business objectives.
- Tell the story with your data.
- Generally, keep your wording positive. Paint the picture of success.



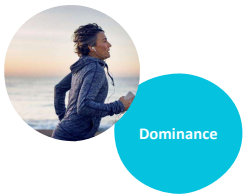
22

Model Example: The DISC & Its Primary Styles

| | | | |
|--|--|---|--|
|  <p>Dominance</p> |  <p>Influential</p> |  <p>Steadiness</p> |  <p>Conscientious</p> |
| <p>Accomplishing results & "seeing big picture"</p> <p>Confident, direct, outspoken, demanding</p> | <p>Influencing or persuading others</p> <p>Enthusiastic, optimistic, open, trusting, energetic</p> | <p>Cooperation, sincerity, loyalty, dependability</p> <p>Calm, deliberate dispositions, don't like to be rushed</p> | <p>Quality, accuracy, expertise, competency.</p> <p>Independent, detailed, fear being wrong</p> |

23

Communication & Decision-Making Styles



- Be succinct
- Lay out intended results
- Let them lead
- Demonstrate competence

24

Communication & Decision-Making Styles



Influential

- Approach informally
- Be sociable
- Light conversation
- Provide details in writing

25

Communication & Decision-Making Styles



Steadiness

- Be logical
- Don't surprise with any information
- Make feel secure
- Be sincere

26

Communication & Decision-Making Styles



Conscientious

- Show – and explain how arrived at – the data
- Be tactful and remain reserved
- Be precise
- Demonstrate dependability

27

3. Practice and Prepare

- Do a run-through of your presentation or written proposal with your champion and curmudgeon.
- Anticipate what questions you may be asked; prep your answers ahead of time.
- Relax!



28

4. Lead with Confidence



- Lay out the information to team applicably. State SMEs with whom you collaborated.
- Don't take comments personally. If you don't know an answer, circle back.
- Rather than ask "what do you think," close with your recommendation.
- If turned down, find out why. If asked to follow up, clarify expectations and timing.

29

Question

CEO takes charge, makes swift choices, seen as confident and competitive.
 How do you engage?

- A. Informally approach; send business case after
- B. Step through plan in a logical fashion
- C. Be concise; show results will see and when
- D. Show the data with precision; be reserved

30

Today's Takeaways

- Safety needs a strong voice across your organization.
- Start with company objectives and your leadership's communication and decision-making styles in mind – with relevant and impactful data.
- Safety is a differentiator—but is more impactful when positioned right.
- Leaders expect outcomes tied to cost, retention, and risk; make the business case undeniable.
- Nurture relationships; build a network of champions. Lean on them; provide support back. You'll go farther faster and exceed expectations.

31

When you align your initiatives with company priorities and can demonstrate the potential impact on business results through a data-driven lens, you not only gain C-suite support—you set the stage for successful execution.



32

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Thank you.

Questions?



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33
