

Business & Safety

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- Former-RVP, Region 1



Who We Are

- Designs, develops and implements business safety solutions



www.borettiinc.com



Compliance



Improvement



Engagement



Today

- Business & Safety
- Success
 - Discuss business
 - What is it?
 - What does it take
 - What does it need
- Alignment w/Safety



What is a Business?

- Business:
 - Organization or enterprising entity engaged in commercial, industrial, or professional activities
 - Provides goods and services to customers who **want** or **need** them
- Understand that Safety:
 - Cannot:
 - Pull away from focus of work
 - Production, financial survival
 - Can:
 - Integrate within to contribute to business success
 - Efficiency, profitability

Business: What it Takes

- Idea
 - Business Concept
- Resources
 - i.e., facility, equipment, capital, money, knowledge and skill, logistics
- Structure
 - Corporation, LLC / LLP, public / private, profit / non-profit
- Research
 - Extensive market research may be necessary (feasibility of idea delivering value)
 - i.e., business name can be one of the most valuable assets
- Plan
 - Details goals and objectives and strategies of how it will achieve the goals and objectives
 - Usually essential when borrowing capital to begin operations

What a Business Needs

- Finance **Funding, Risk & Profitability**
 - Capital and Recurring Source of Income
- Management **Leading & Directing Resources**
 - Right People, Right Skills
- Operations **Functions for Producing Value**
 - Plan, Implementation
- Marketing **Anticipating and Satisfying Want and Needs**
 - Strategy

What Motivates Organizations?



Executive Summit

“Understand the profit pressure and insert safety within”

“With Safety, the cost of being wrong is so much greater in reputation and liability”



“Discussing Safety with regard to business is a people skill: be tactful, diplomatic, trusting, confident, and enlist support”

What Executives Say

- 95% Believe workplace safety has a positive impact on financial performance
 - 24% Substantial positive impact
- 86% Feel workplace safety provides return on investment
 - 61% = \$3.00 + saved for each \$1.00 invested
 - 13% = \$10.00 returned for each \$1.00 invested
- 93 % Close relationship between the direct and indirect costs
 - 40 % feel \$3.00 - \$5.00 indirect for \$1.00 direct
- 82 % Feel company currently places a priority on workplace safety
- 70% Protecting employees leading benefit of workplace safety
 - 49% Protecting employees from the human and financial costs is the top benefit

Ultimate Business Measure

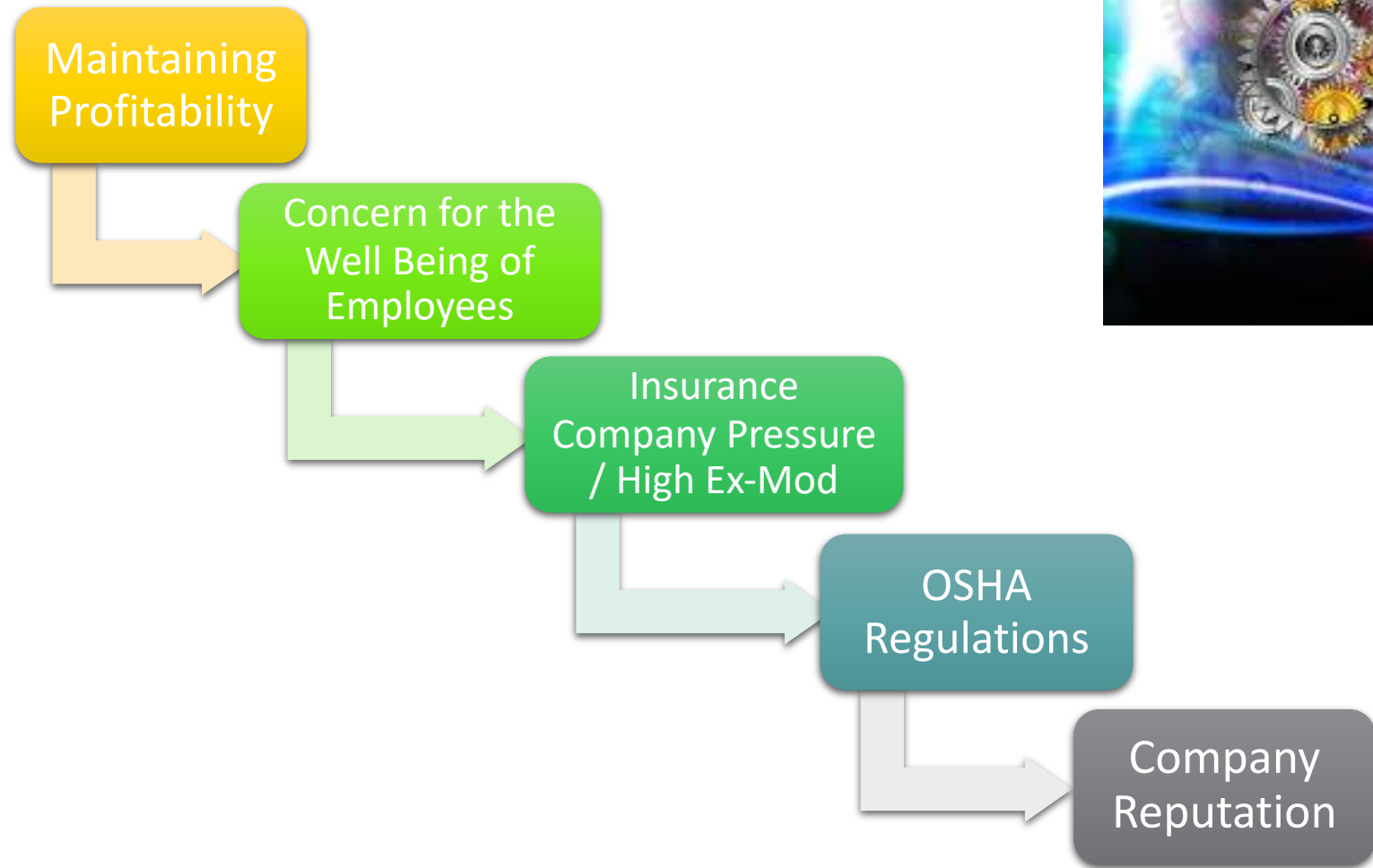


Expand Our Thinking ...

Around what we “know” about
the business focus being
exclusively financial

(because its not)

Why Safety



Safety / Business Relationship

What Do You See?
Hazards?

Discussion: What
is the maximum
allowable
combustible dust?

Reframe: what is
your shrinkage?



Keep In Mind ...

- Organizations
- Are Risk Taking entities
 - Risk = threat, harm, effect of uncertainty
 - Risk = *opportunity*



Risk Consideration

In All Business Decisions



Risks to Consider

- Hazard risk
 - Accidental losses, such as workplace injuries, liability torts, property damage, and natural disasters
- Financial risk
 - Financial activities, such as pricing, asset valuation, currency fluctuations, and liquidity
- Operational risk
 - Operations, such as supply chain, customer satisfaction, product failure, or loss of key personnel
- Strategic risk
 - Organization's long-term goals and management, such as partnerships, mergers, and acquisitions
- Compliance risk
 - Violations of or nonconformance with laws, rules, regulations, prescribed practices, internal policies, and procedures, or ethical standards
- Reputational risk
 - Trustworthiness of business. Damage to a firm's reputation can result in lost revenue or destruction of shareholder value

Think about:

- What are WE looking at as Safety Professionals?
- What RISKS affect our Organizations?

} Match?

Business Skills

- Business Understanding
- Leadership:
 - Vision, pathway, direction
 - Technical and functional expertise matters less

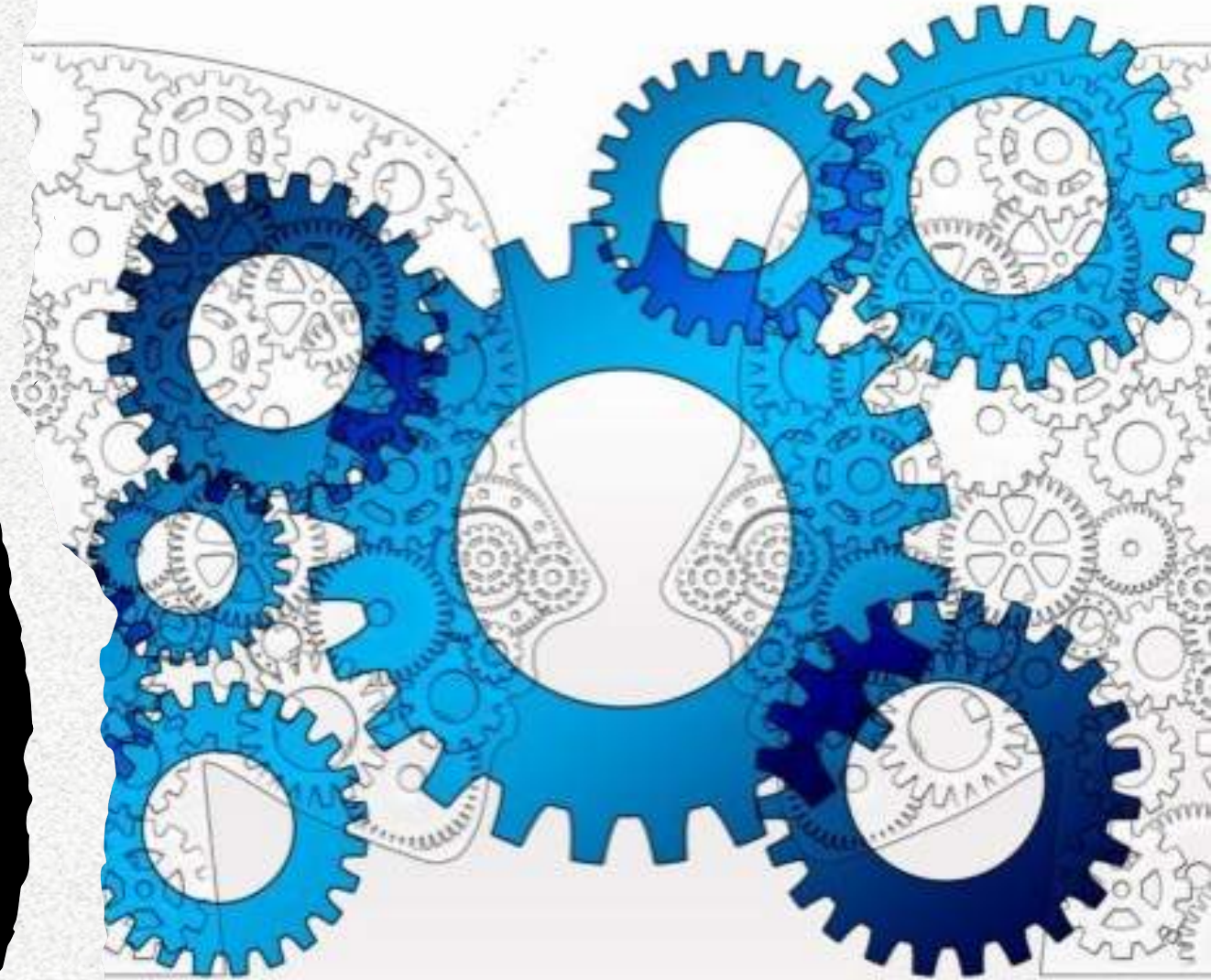


Alignment

- Common Ground
 - Key to successful persuasion



Identify the key concern



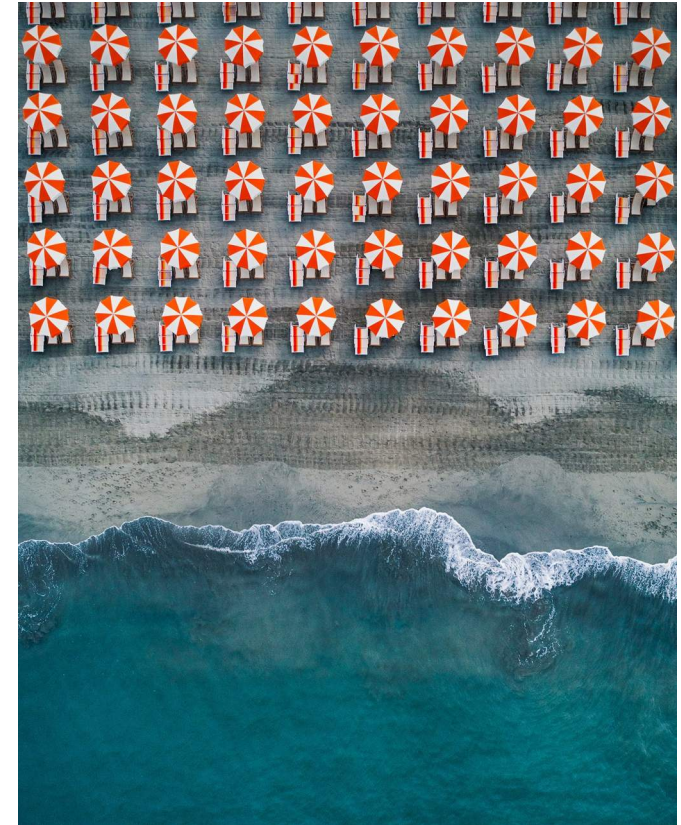
Alignment Applied

- Manager who does not “have time” for you

Manager who is concerned about productivity

Manager who is concerned about finance

- Company Ex-mod = 135%
- Current Injuries = 23 in 8 months; \$187,325
 - (40% back for 80% of cost)
- What is the key concern?



Business Success with Safety

- Get Organized
 - Complete tasks, stay on top of things, not forgetting anything and completing tasks essential to business survival
- Keep Detailed Records
 - Know where the business stands financially and potential challenges facing
 - Create strategies to overcome challenges
- Analyze Competition
 - Don't be afraid to study and learn from competitors (may be doing something right)
- Understand Risks / Rewards
 - Calculated risks knowing the downside (worst case scenario)
 - Timing (i.e., severe economic dislocation caused COVID: opportunity vs. impediment)
- Be Creative
 - Always look to improve (don't know everything, be open to new ideas and different approaches)
- Stay Focused
 - Takes time to let customers know, achieve short-term goals
- Prepare to Make Sacrifices
 - Lead up, open your doors, etc.; spending less time with family and friends to be successful
- Provide Great Service
 - Better service = customers returning instead of going to competition
- Be Consistent
 - Consistency is key to making money
 - Creates long-term positive habits

Business Success with Safety

- Get Organized

Safety Programs

- Roles, responsibilities

- Keep Detailed Records

Documentation

- Taking credit, Know WHY you're successful

- Analyze Competition

Analysis

- What are we doing right

- Understand Risks / Rewards

Risks

- To be addressed, resolved

vs.

- To be accepted

- Be Creative

Improvement

- Reducing risk, improving efficiency

- Stay Focused

Align

- Focusing on business results

- Prepare to Make Sacrifices

Investment

- How safety helps do the job better

- Provide Great Service

Deliverables

- Reason for "buying" more; validation

- Be Consistent

Replicable

- Repeat what leads to success

Safety = Business Success

The elements it takes to run a safety process are the same as it takes to run a business

Quintupled their revenue by focusing on worker safety!

**“I INTEND TO MAKE
ALCOA THE SAFEST
COMPANY IN AMERICA.
I INTEND TO GO FOR
ZERO INJURIES”**

-Paul O'Neill to shareholders
in 1987.



Questions / Thoughts?



Boretti, Inc.

- www.borettiinc.com
- LinkedIn
 - linkedin.com/company/boretti-inc
- Facebook
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Thank You!

