

September 18-20, 2023 Orlando World Center Marriott | Orlando, FL

safetyleadershipconference.com

Beyond the Buzzword

What Being Proactive in Safety Really Means

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Doug Pontsler is dedicated to the application of visual literacy for industrial and service applications with an emphasis on safety.

Prior to his current role, Doug was the former vice president of operations sustainability and EHS for Owens Corning (retired). He joined Owens Corning in 2002 and held leadership positions including director of corporate services and vice president of global sourcing.

Doug served as a member of the National Safety Council (NSC) Board of Directors and as the Chairman of the Campbell Institute at the National Safety Council.

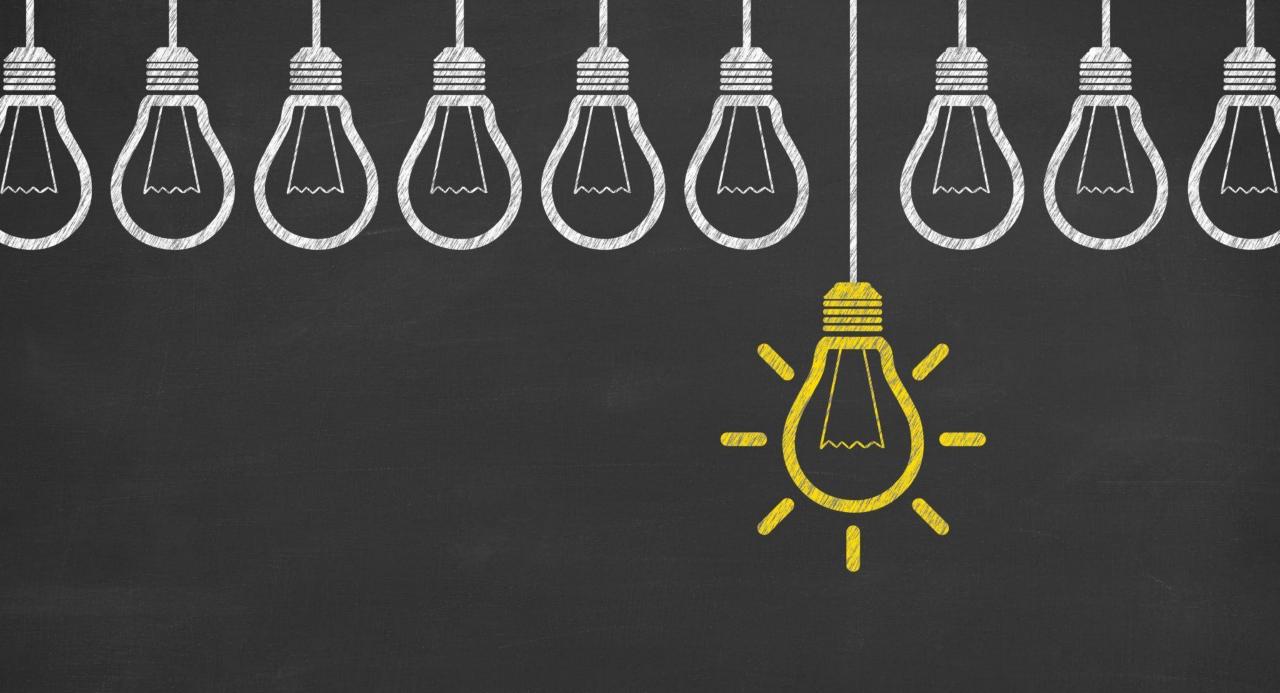
He is a recipient of NSC's 2019 Distinguished Service to Safety Award.





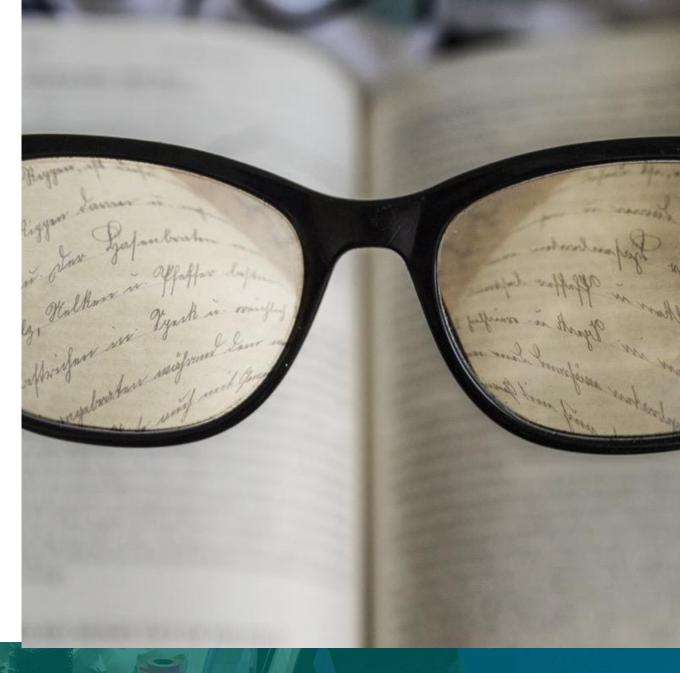






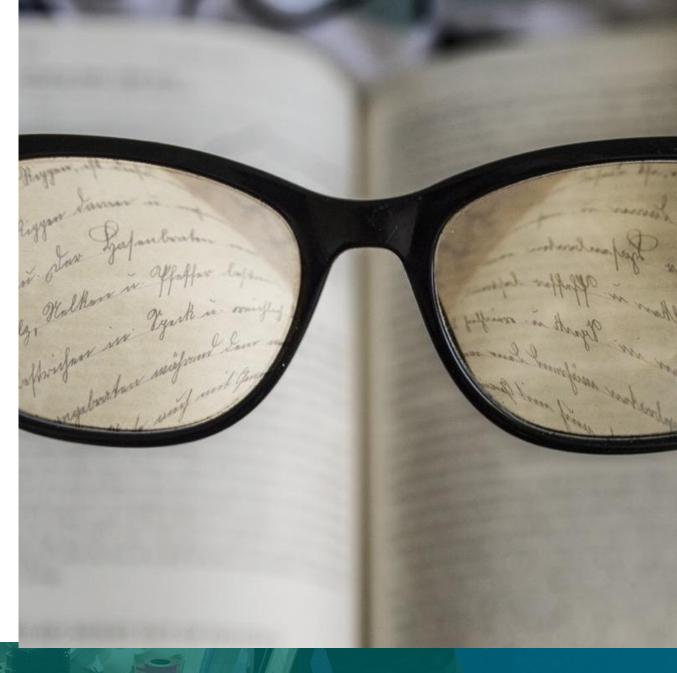
What are (some) of the buzzwords

- ☐ Safety is number one
- Zero harm
- → World class
- → Felt leadership
- Proactive Safety
- Psychological Safety

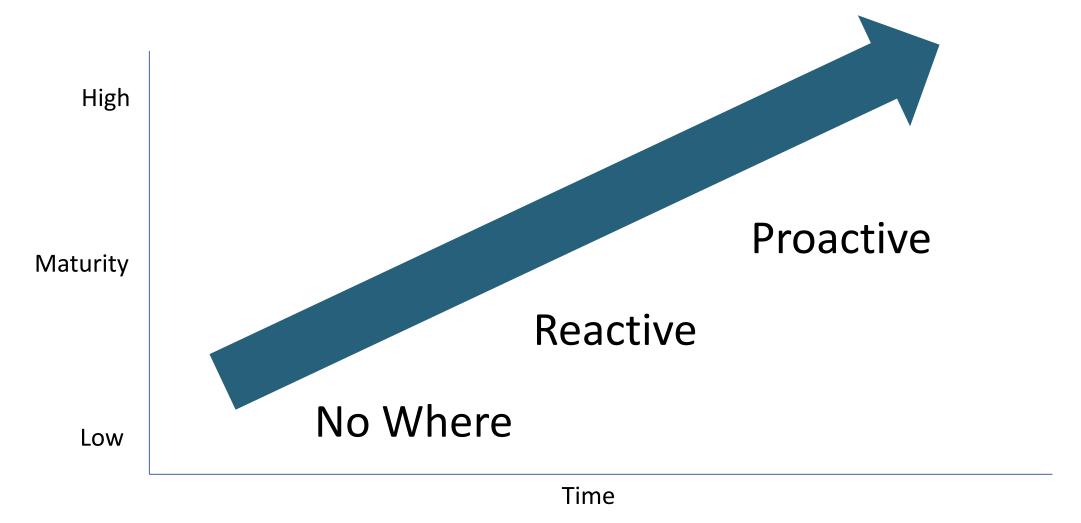


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Aspiration Over Time



PROACTIVE "Creating or controlling a situation by causing something to happen rather than responding to it after it has happened."

Oxford Languages



Most **hazards** have existed for a long time, and we work around them.

Why Is Hazard ID So Challenging?

- Technical Knowledge
- □ Time
- Risk Tolerance
- No Process for Haz ID
- □ We Don't See the

Hazards



Why Is Hazard ID So Challenging?

- Technical Knowledge
- Time
- □ Risk Tolerance
- No Process for Haz ID
- We Don't See the Hazards





Draw Your Instrument Panel

How can our risk management processes be effective if we don't see the hazards....



"I've walked by that a thousand times...."



Photo by sol on Unsplash

Why don't we see the things that can hurt us and what we can do about it





"It is not enough to know intellectually what a hazard is. We must be able to see it."

Visual Literacy is all about...





What it means



What we do about it

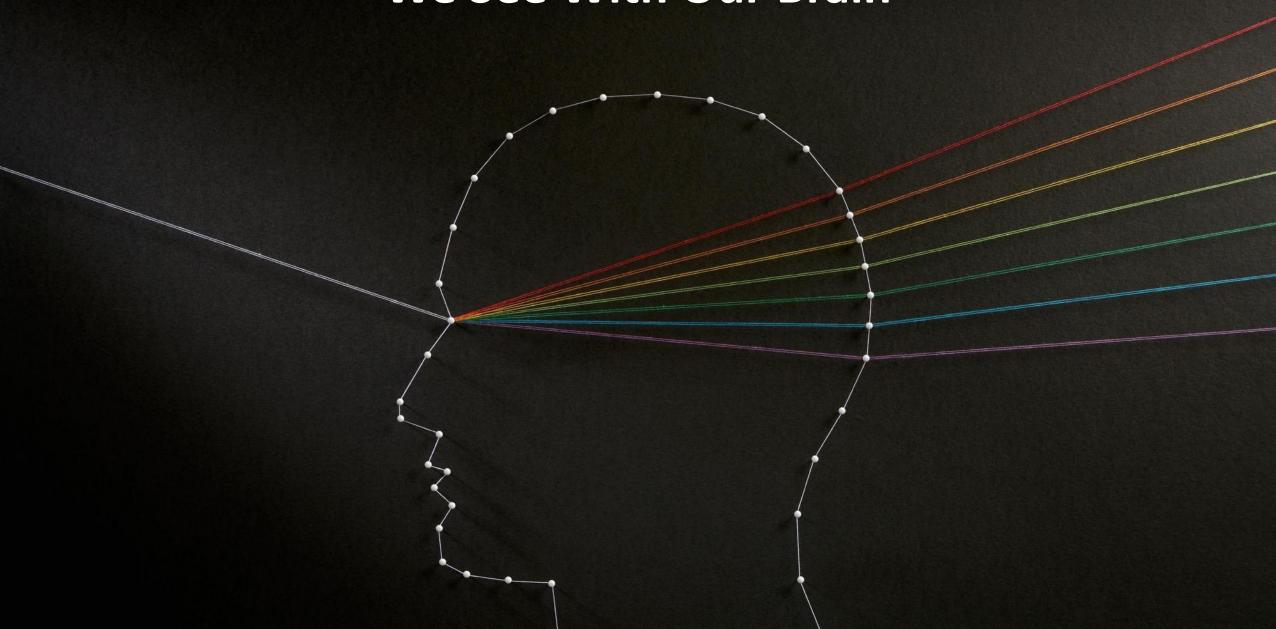
We don't see as well as we think we do!



2 Types of Biases

02 01 Inherent Visual Biases Personal Biases

We See With Our Brain



INTRODUCTION TO VISUAL LANGUAGE

Awareness of Visual Bias and Responding to It



- Once you see something, it is hard to remember what it was like not to see it
- Sometimes, you cannot see what is in front of you, even if you know it is there
- You are always filling in blanks based on what you expect to be there
- You are only seeing as little as 10% of what you think you are seeing

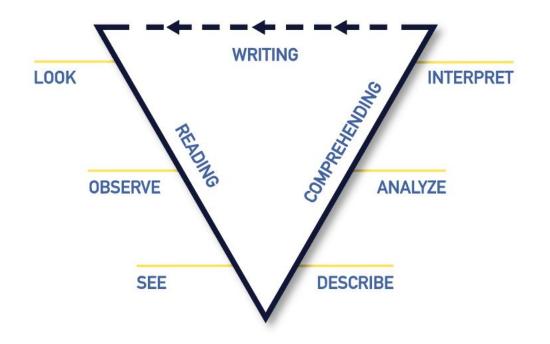
VISUAL LITERACY: FILLING IN INFORMATION

Ca y u rea t is?



The Art of Seeing Art™

We teach the ability to read, comprehend, and write visual language



READING

visual language is about the *process* of seeing

COMPREHENDING

visual language is about the *interpretation* of seeing

WRITING

VISUAL LITERACY

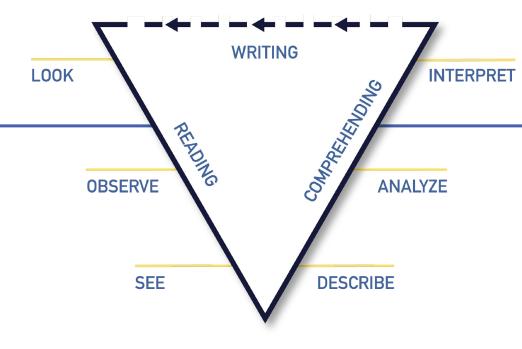
the ability to read, comprehend, and write visual language



System 2 Slow Brain

Fast Brain





The Art of Seeing Art™

READING

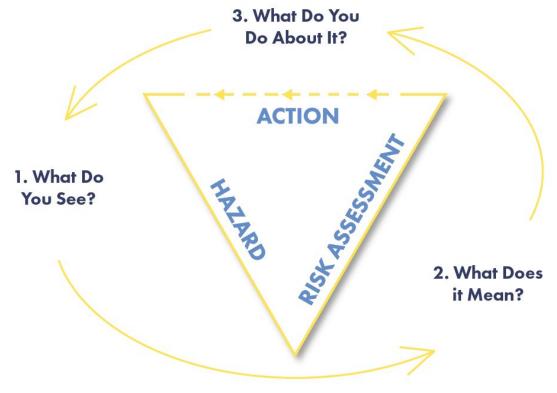
visual language is about the process of seeing

COMPREHENDING

visual language is about the interpretation of seeing

WRITING

VISUAL LITERACY APPLIED TO SAFETY



Derived from the Art of Seeing Art TM

HAZARD

visual language is about the process of seeing

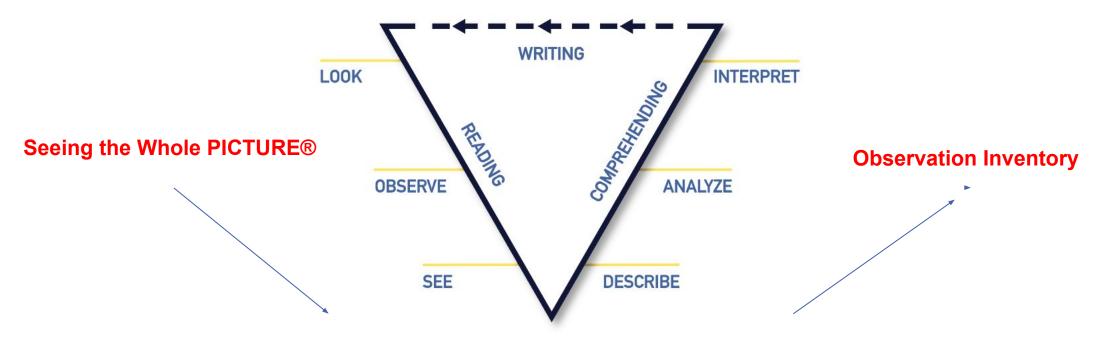
RISK ASSESSMENT

visual language is about the interpretation of seeing

ACTION

The Art of Seeing Art™

We teach the ability to read, comprehend, and write visual language



Elements of Art & Principles of Design

READING

visual language is about the *process* of seeing

COMPREHENDING

visual language is about the *interpretation* of seeing

WRITING

Seeing the Whole PICTURE™

We all see things differently. This approach helps us look at and communicate about our environment in a more uniformed way.

PI C TU R E

Perimeter to Interior

Looking from the perimeter to interior will train you to see the entire scene instead of zeroing in on what your eye would normally be drawn to

Contrast

Looking for contrasts could reveal potential hazards that you may not have seen previously

Turn it Upside Down

Change your perspective of how you look at your working environment. Try looking from different directions or heights

Repeat

Repeat this process to see if you can identify anything you may have missed the first time

Explain

Describe what you see using objective language. This ensures personal biases aren't interjected and inaccurate assumptions are avoided



Adapting the Elements of Art

Line

Shape

Color

Texture







The Elements of Art

Line

Shape

Color

Texture





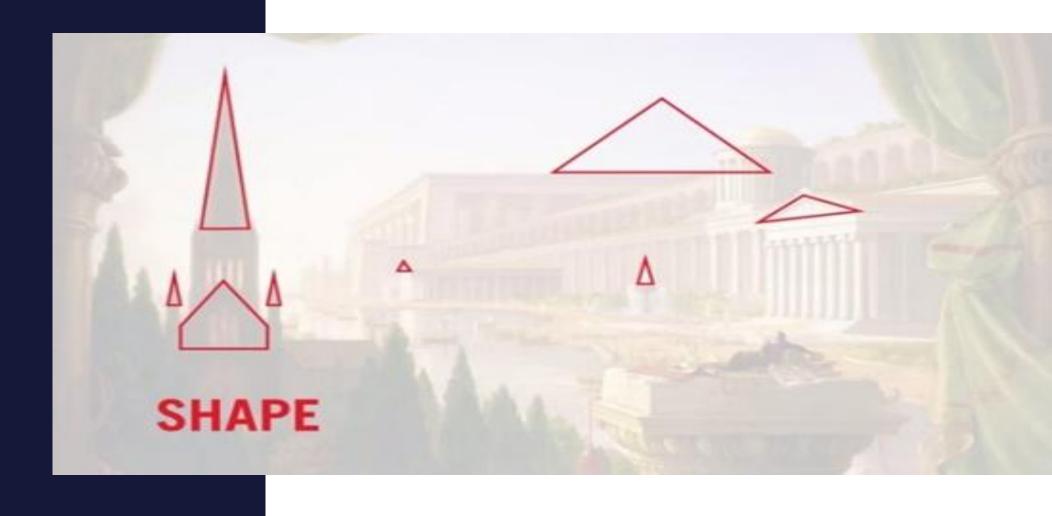
The Elements of Art

Line

Shape

Color

Texture





The Elements of Art

Line

Shape

Color

Texture





Leveraging Visual Literacy in Hazard Identification



Leveraging Visual Literacy in Hazard Identification





Scan QR Code to Download the White Paper



WHITE PAPER

Hazard Identification: A Cornerstone of Management Systems and Safety and Health Programs

Hazard identification, assessment and mitigation is a core element of occupational safety and health management systems and workplace safety and health programs. Finding and addressing hazards is mission critical. While all our senses (sight, sound, smell, toste and touch) are importent to hazard identification, what we see and the interpretation we drow from what we see is the most dominant factor. Our findings that are based on audits, imprompts walkprounds, investigating incidents and near misses and behavioral observations largely come from what we see.

But there are barriers to what we truly see. What we "see" is subjective, based an our experiences, expectations, intentions, training, moads, and biases. Subjectivity explains how multiple witnesses to the same accident give different versions of what happened. Subjectivity, acting as blinders, can cause hazards to be missed.

A different type of visual fibering can also occur. We also might not see a hazard right in front of our eyes. Especially if we've been at the lob for a long period of time. A process called risk habituation can occur. Repeated exposure to the same surroundings creates

a sense of familiarity. This can lead to our becoming complacent to conditions that we previously perceived as hazardous. There is a gradual decrease of strength of our risk sensitivity.

It is human nature that we often take our vision for granted if we are able-sighted. We have used our sense of sight constantly for our entire lives. Up to 90 percent of all the information we take in is visual. With that quantity of visual content constantly coming our way, how often do we slow down, pause, and "truly see" something, especially if we are not looking for it?

These common barriers can make hazard identification less effective. We all know intuitively that if we don't recognize that a hazard exist, then the potential for human interaction with the hazard exists. The impact can be a close call, a minor injury, a serious, lifealtering injury, or a fatalist. The poin can and often extends beyond the worker injured or killed. Families of victims can be traumatized. So too can co-workers, on up to senior leaders who perhaps must make the difficult phone call or visit to the family. The potential for devastating injury, or even a traumentic near miss, swhy we need effective hazard recognition. We must sufficient to the serior of the serior of the control of swhy we need effective hazard recognition. We must

Hazard Identification:

A Cornerstone Of Management Systems And Safety And Health Programs



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Remember... We can't fix what we don't see!





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