

ADDRESSING INCIDENT UNDERREPORTING

FOR IMPROVED SAFETY OUTCOMES

Insights from 12,460 workers across 9 industries

Webinar Panel: How to use

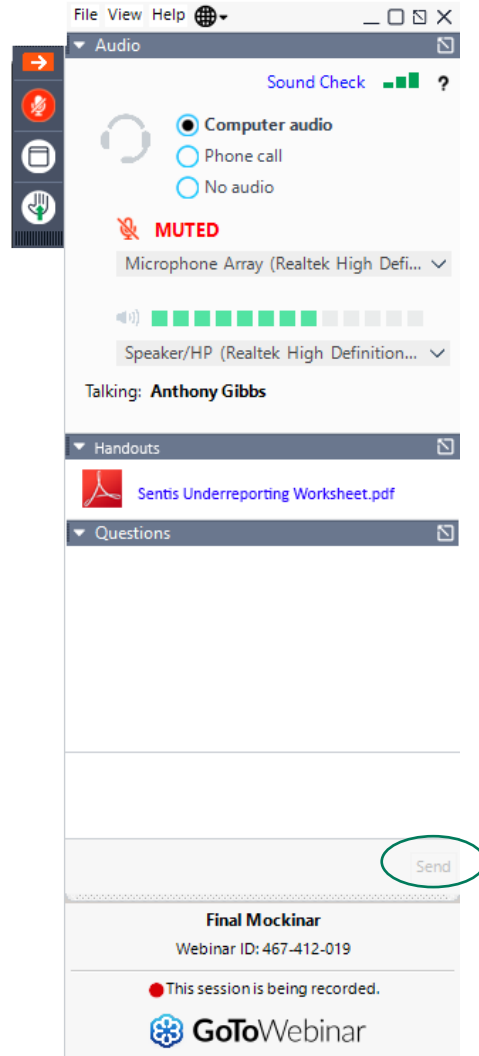
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Today's webinar is being recorded



Today's handout



Insight-led.
Interactive.
Outcome-driven.

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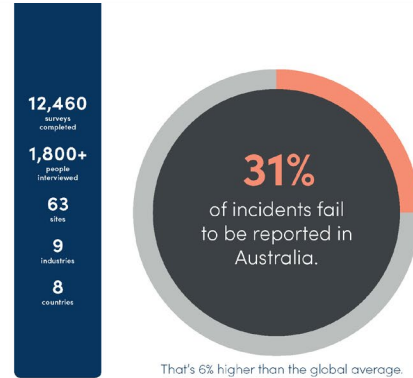
Addressing Incident Underreporting

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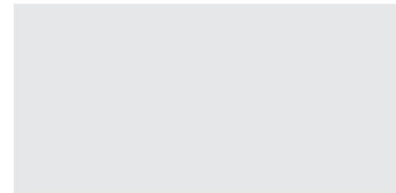
Addressing Incident Underreporting

for improved safety outcomes

Accurate and timely reporting of safety incidents is a crucial component of a positive safety culture. These invaluable learning opportunities allow us to adapt, make improvements and prevent future injury. Yet, recent Australian data has found that on average, 31% of incidents go unreported and in some organisations this figure rises as high as 53%. But why are underreporting rates so high? And what can you do to encourage employees at all levels to report safety incidents?




Creating a Reporting Culture



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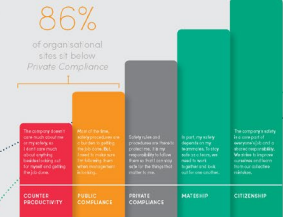
Top 3 Drivers

1. Underappreciation (38%)
2. Fear (37%)
3. Process (25%)



Safety Culture Maturity Model

86% of organisational sites sit below Private Compliance



COUNTER PRODUCTIVITY | **PRIVATE COMPLIANCE** | **PRIVATE COMPLIANCE** | **MUTUAL TRUST** | **OWNERSHIP**

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My Insights and Actions



About Sents

Offering safety culture assessments, training, coaching and consulting, Sents helps organisations to break through the safety plateau and achieve positive safety culture change. As experts in applied psychology and neuroscience, we make safety personal and equip employees with the knowledge, skills and motivation to make safer choices each and every day. This leads to safer, more engaged workplaces, as well as increased productivity, leadership capability and transformational, sustainable safety culture change. Since the introduction of our pioneering ZEP program in 2003, Sents has empowered more than 350 companies and 160,000 individuals to think differently about safety.



Download the full study at sents.com.au/insights

If you would like to learn more about Sents' diagnostic tools, our Insights-to-Action Roadmap and how we can help you to create safety culture change in your organisation, contact us at sents.com.au or by calling **1300 653 042**

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**To change the lives
of individuals and
organisations for the
better, every day.**



Your Presenter

Anthony Gibbs, CEO

AGENDA

- 1 WELCOME & OVERVIEW
- 2 THE CURRENT INSIGHTS
- 3 WHERE DO WE START?
- 4 CREATING A CULTURE OF REPORTING



Bloomberg

Business

Pilot Who Hitched a Ride Saved Lion Air 737 Day Before Deadly Crash

By [Alan Levin](#) and [Harry Suhartono](#)

March 20, 2019, 7:33 AM GMT+8 Updated on March 20, 2019, 1:48 PM GMT+8



WHAT IS THE RISK
WHEN PEOPLE
FAIL TO REPORT?

WHAT DO WE MISS BY FAILING TO REPORT?

- ✓ The ability to see trends and themes and address issues proactively
- ✓ The ability to learn and improve from feedback
- ✓ The ability to share lessons learned wider
- ✓ The ability fix errors when they occur
- ✓ The ability to have a safer and more reliable business

The current insights

Unpacking the data

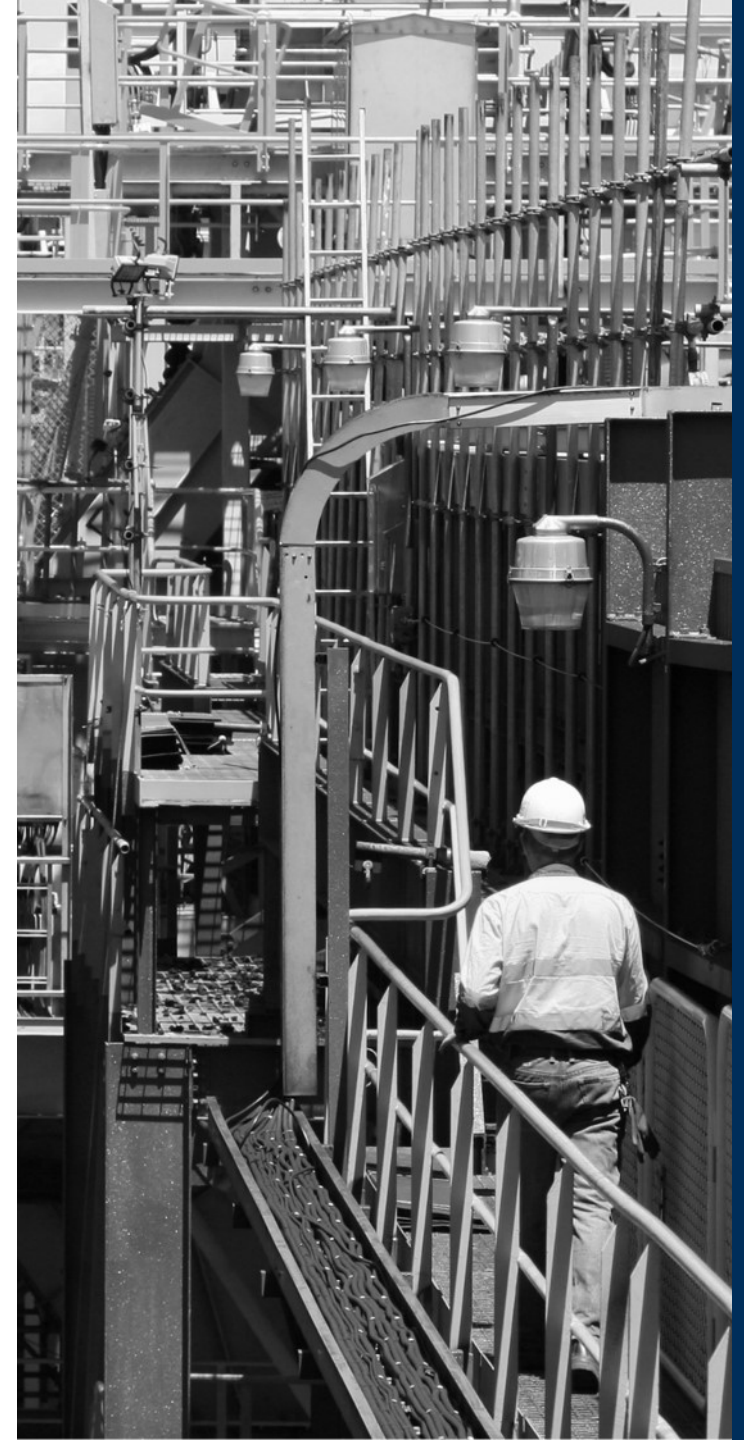
RESEARCH SAMPLE



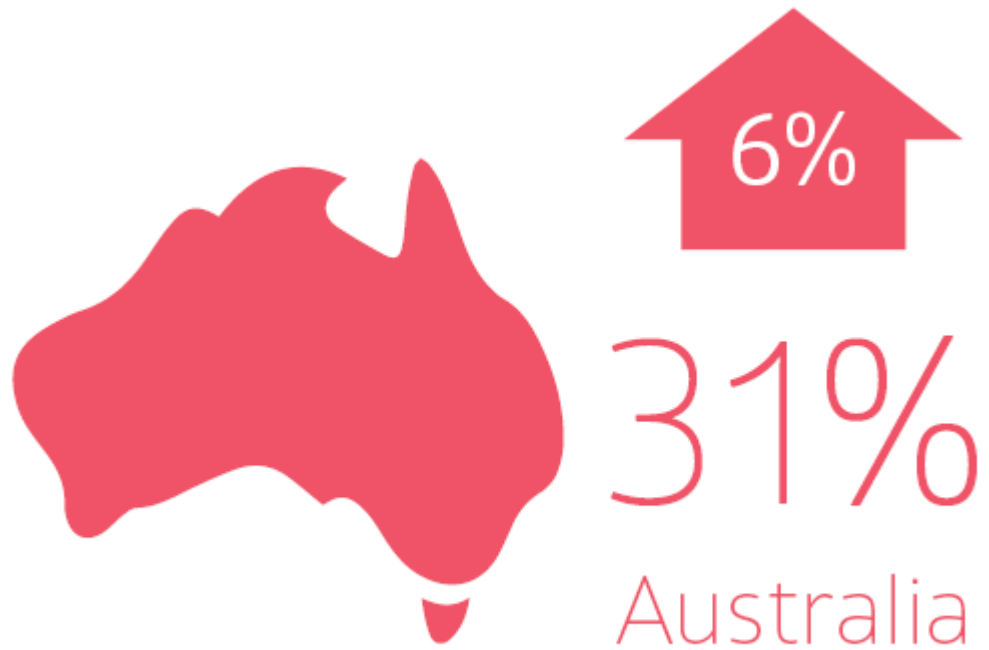
INCIDENTS UNREPORTED



25%
globally



INCIDENTS UNREPORTED



50%

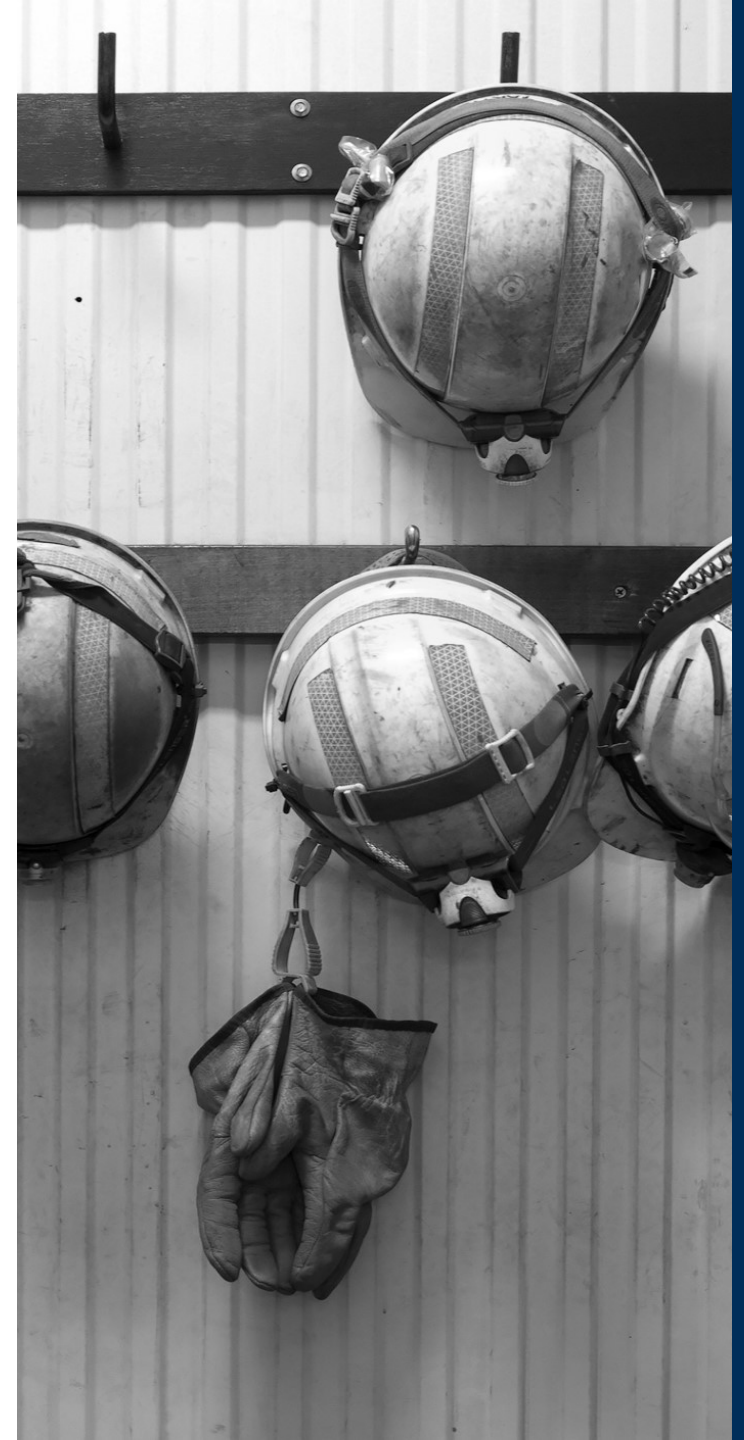
EXPERIENCED AN INCIDENT

30%

FAILED TO REPORT AT LEAST ONE
INCIDENT

6.3

AVERAGE NUMBER OF INCIDENTS
NOT REPORTED



WHAT DOES THIS LOOK LIKE IN PRACTICE?



Consider an organisation with
3000 employees.

1500 (50%) employees
experience at least one incident over
a 12-month period.

Of these,
450 (30%) employees
fail to report 6.3 incidents each.

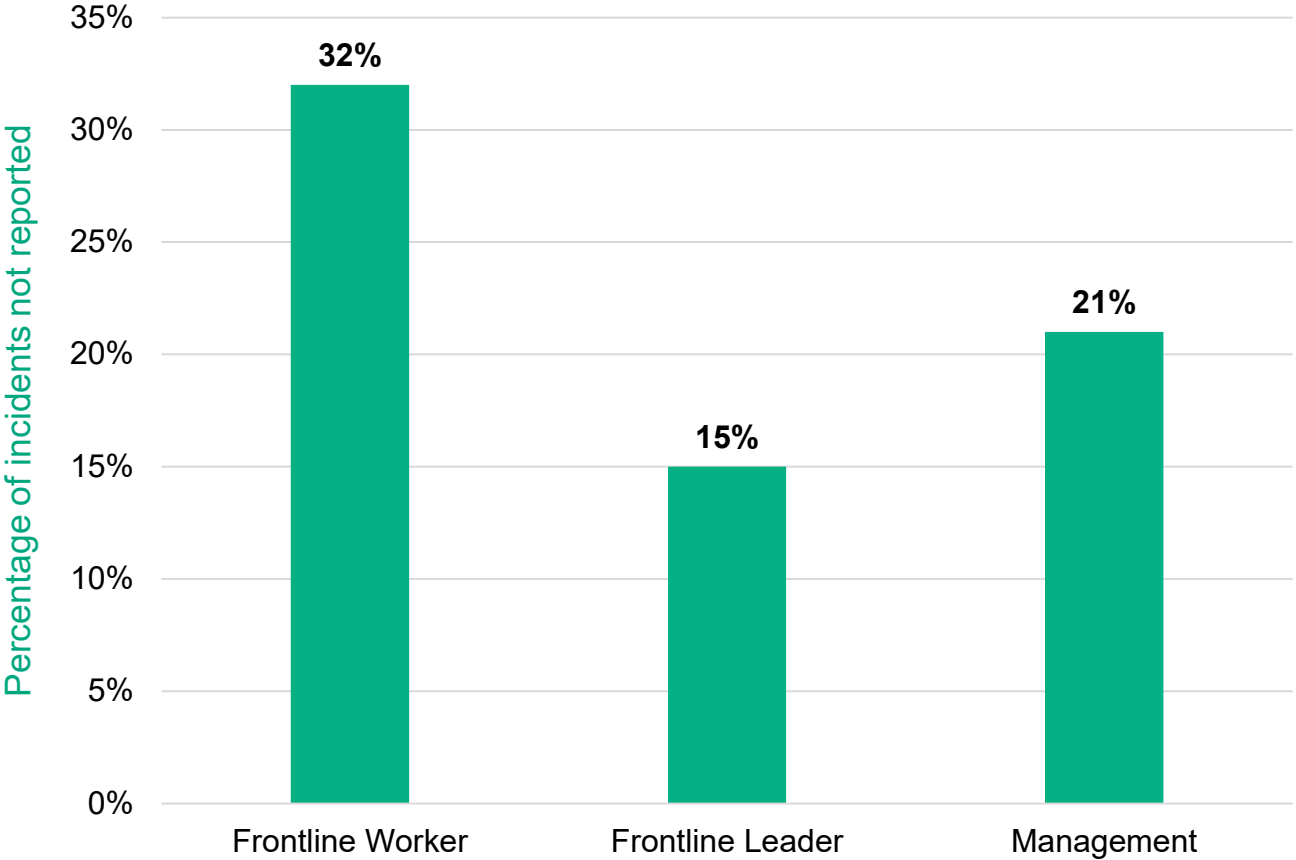
2835 UNREPORTED
INCIDENTS A YEAR





Let's take a quick poll...

WHO UNDERREPORTS THE MOST?

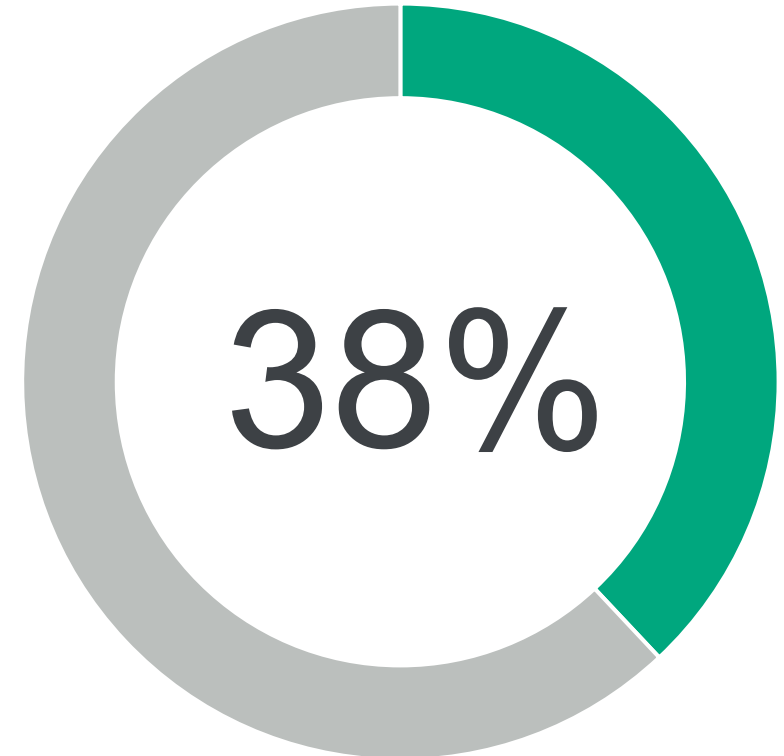


DRIVER 1: UNDERAPPRECIATION

69

*I took care of the
problem myself*

31

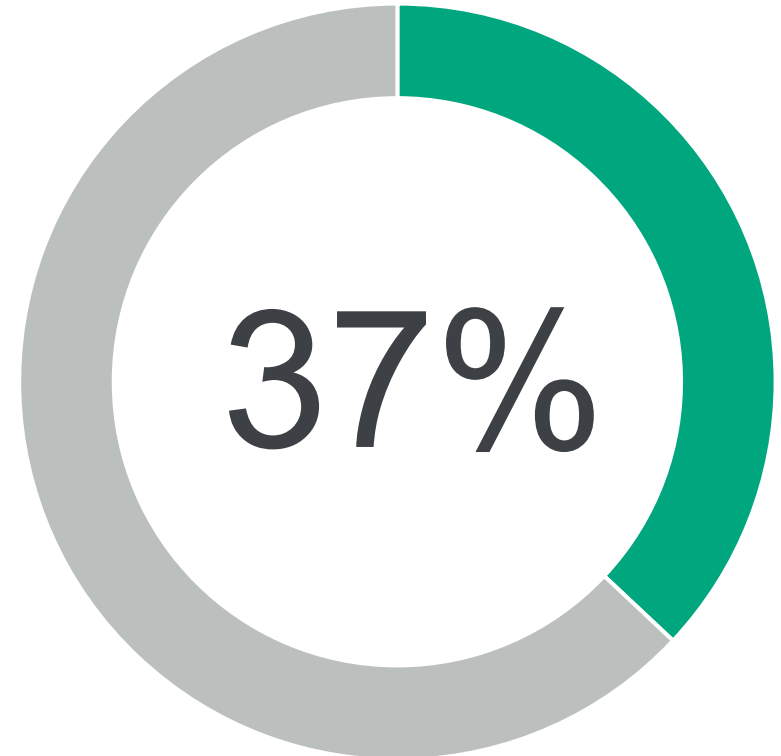


DRIVER 2: FEAR

69

Putting stuff into [the reporting system] can be like putting your head in a noose

33

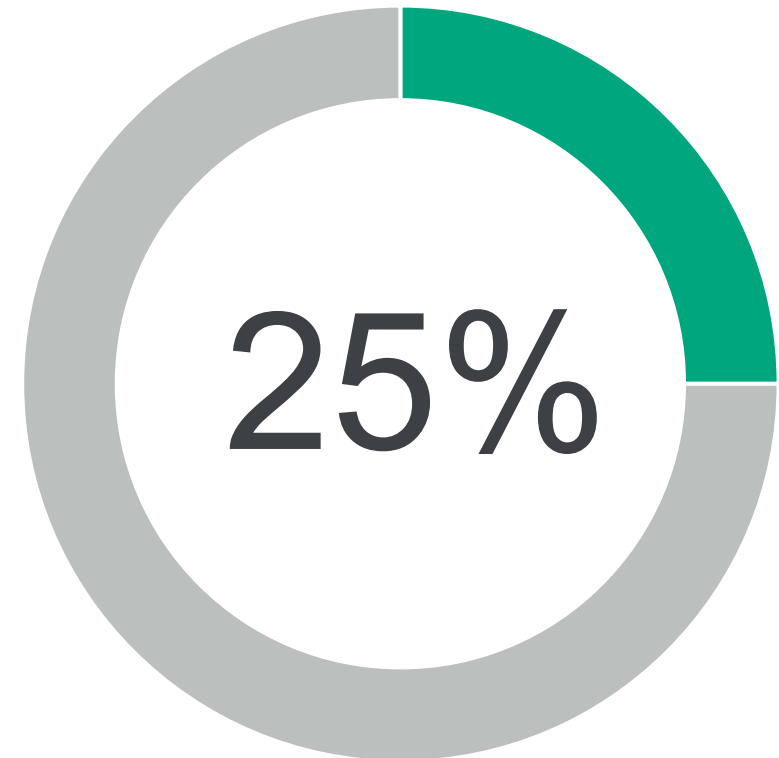


DRIVER 3: PROCESS

69

If you've ever gone to an ICAM, you'll think twice about reporting next time

25





Let's take a quick poll...

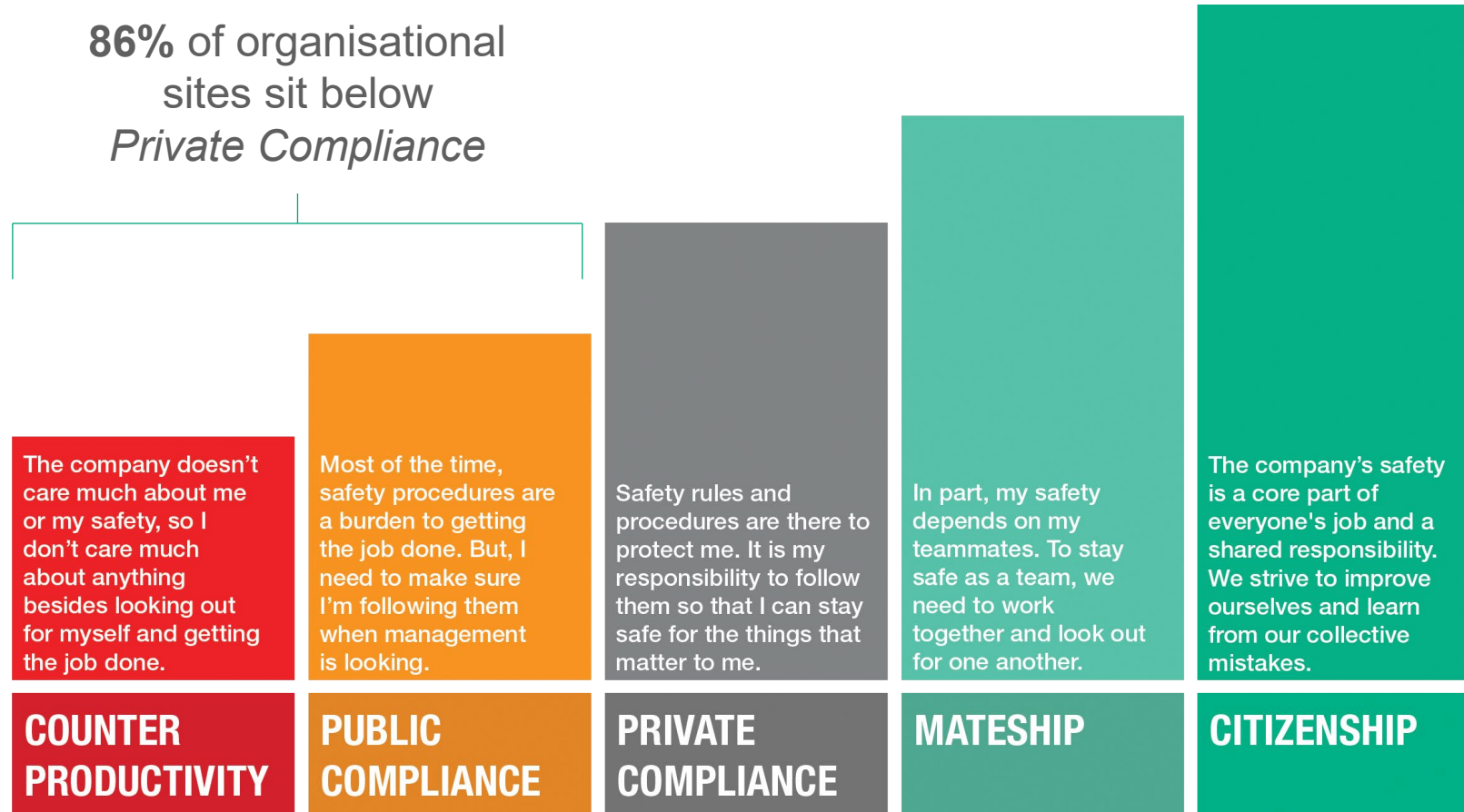
Where do we start?

The impact of culture



IMPACT OF CULTURE

86% of organisational sites sit below *Private Compliance*



Sentis Safety Culture Maturity Model © Sentis

CREATING A REPORTING CULTURE: MAKING A CHANGE



Upselling the value



Creating 'Psychological
Safety'



'Good catches'

HOW ARE WE COMMUNICATING THE VALUE OF REPORTING?



Help people understand the value.

People need to understand 'why' error and incident reporting benefits us all. Build the frame around a learning culture.



People crave direction and certainty.

Especially about what is expected of them (this includes understanding the consequences of blatant violations).



Early. Often. Ugly. It's OK.

Where practical, people need to see that raising a concern or owning a mistake is OK (particularly if it's captured before it leads to a bigger issue).



Let's take a quick poll...



If leaders want to unleash individual and collective talent, they must foster a psychologically safe climate where employees feel free to contribute ideas, share information, and report mistakes.

AMY EDMONDSON – AUTHOR OF *THE FEARLESS ORGANISATION*

WHAT IS OUR ROLE IN CREATING PSYCHOLOGICAL SAFETY?



Seek to understand.

Adopt a learning mindset, which blends humility and curiosity (no one wants to suggest ideas when the 'boss' appears to think he or she knows everything).



Give permission to play.

Where appropriate, include the team in discussions involving major decisions that impact them through a consultative process and remain open to feedback.



Build 'frames'.

Help teams identify with helpful frames in regards to their trust for each other and how raising concerns or owning mistakes helps us all.



Consider this...

What percentage of things that can (and do) go wrong in your workplace do you think are due to **deliberate violations** versus **errors**?



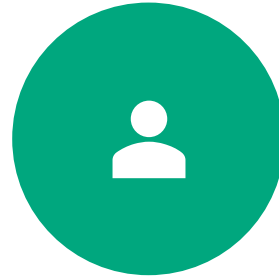
Let's take a quick poll...

HOW DO WE CREATE A CULTURE OF ‘GOOD CATCHES’?



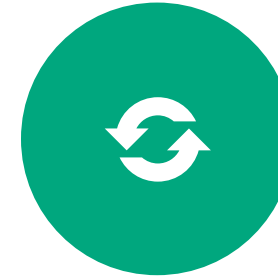
Address what is reported.

Whether faced with an incident, near-miss or safety concern, commit to action. Take ownership of the situation and ensure that, for the psychological safety and trust within your team, the issue is addressed.



Be consistent.

Be true to your stated expectations and consequences. The perception of unfairness creates an environment in which trust and collaboration cannot flourish.



Close the feedback loop.

Share the learning and results. Provide positive feedback to the team and individual involved. Help others see that you value the reporting of incidents as a method to help increase safety on site for every worker.

WHERE TO FROM HERE?



Identify the underlying drivers of your safety culture with a comprehensive diagnostic



Understand Safety Leadership capability and opportunities to improve reporting culture



Develop helpful safety attitudes and behaviours towards reporting



Adopt a strategic approach to sustained culture change

UNDERREPORTING OF SAFETY INCIDENTS IN THE WORKPLACE

Recommendations for Improved Safety Outcomes

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UNDERREPORTING OF SAFETY INCIDENTS IN THE WORKPLACE

Full report & recommendations now available



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Q&A

Over to you



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6 x 90 minute webinars

Supporting resources

Program Overview:

- Defining the culture you want to see
- Creating a culture based on trust
- Leadership frames to support trust and psychological safety
- Inviting our people to think differently
- Hunting the good stuff
- Building a plan for cultural change



Express your interest

Minimum numbers apply. Maximum of 12 participants per program.



Program Intakes

Thursday 18 June

11am AEST / 9am AWST / 1pm NZST

Wednesday 8 July

1pm PDT / 3pm CDT / 4pm EDT

Thursday 6 August

9am AEST / 7am AWST / 11am NZST

Get in touch



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