



Sustainable Solutions

Capture Value of Digitalization through Safety Culture Transformation

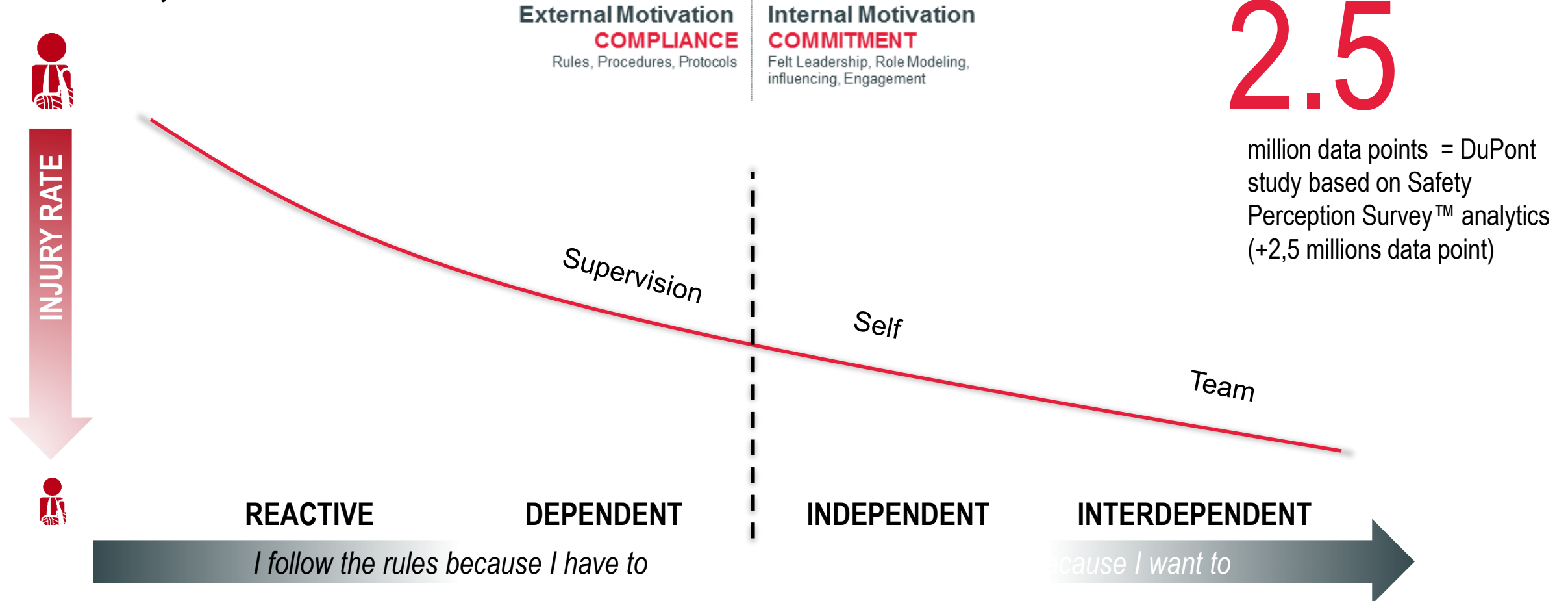
What needs to change?

Cedric Parentelli – Director Europe DuPont Sustainable Solutions

Safety Culture in the Digital Age

The correlation between incidents and safety culture is well established by the DuPont™ Bradley Curve with more than 2.5 million data points

DuPont Bradley Curve™



The need to extract the value of digitalization is pushing organizations to make a breakthrough in safety culture

DuPont Bradley Curve™

External Motivation
COMPLIANCE
Rules, Procedures, Protocols

Internal Motivation
COMMITMENT
Felt Leadership, Role Modeling,
influencing, Engagement

- High **hierarchical** culture with strong **close supervision**
- Focus on **building habits** (repetitive task / actions)
- High contractor ratio
- Temporary seasonal worked
- Continuous improvement driven through process

You need STRONG Reinforcement

REACTIVE

DEPENDENT

I follow the rules because I have to

- Lone Workers / **Limited direct supervision**
- Changing environment
- Unsupervised work
- Distributed workforce

- **Breakthrough in performance through Digital innovation**

You need Individual Leadership

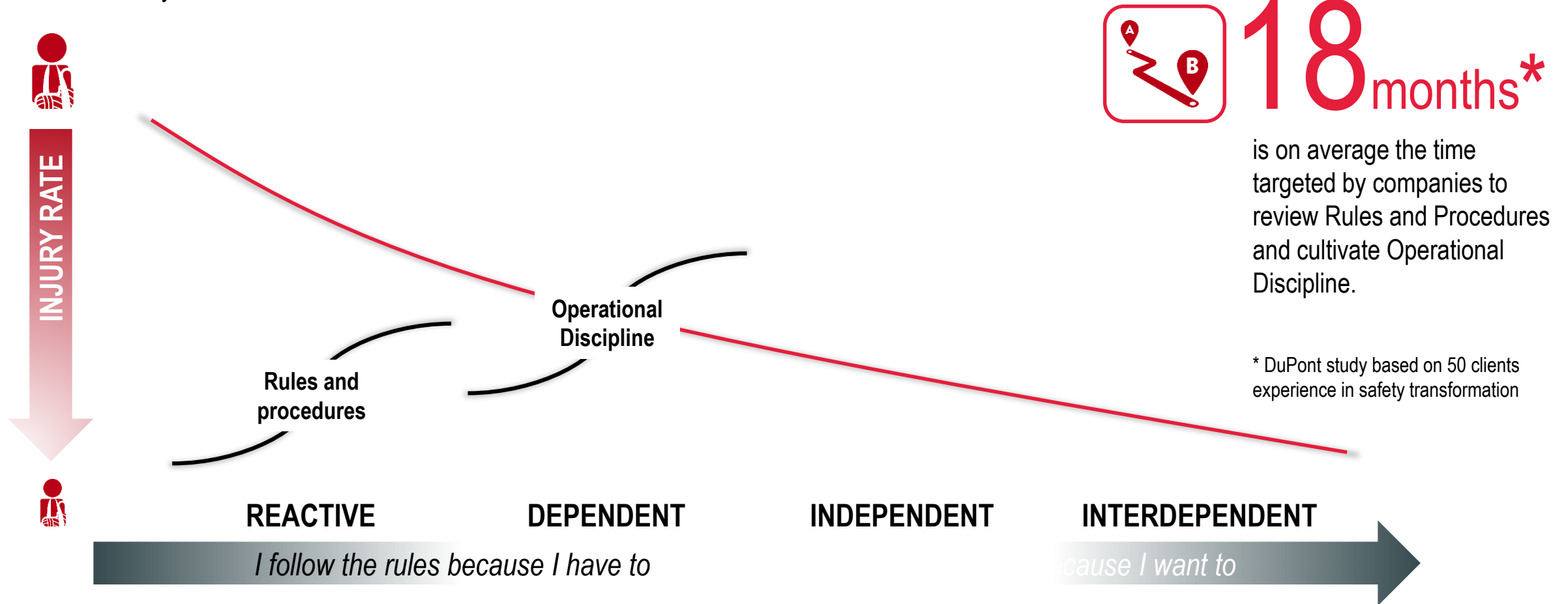
INDEPENDENT

INTERDEPENDENT

because I want to

To change safety culture and reduce injuries at work, many companies have focused for years on implementing Operational Discipline around “new” Rules and Procedures

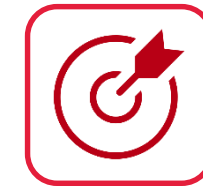
DuPont Bradley Curve™



By launching such Safety Programs, too many actions are actually addressing “Systems” implementation rather than changing the “Culture”... Relative impact with low sustainability

DuPont Bradley Curve™

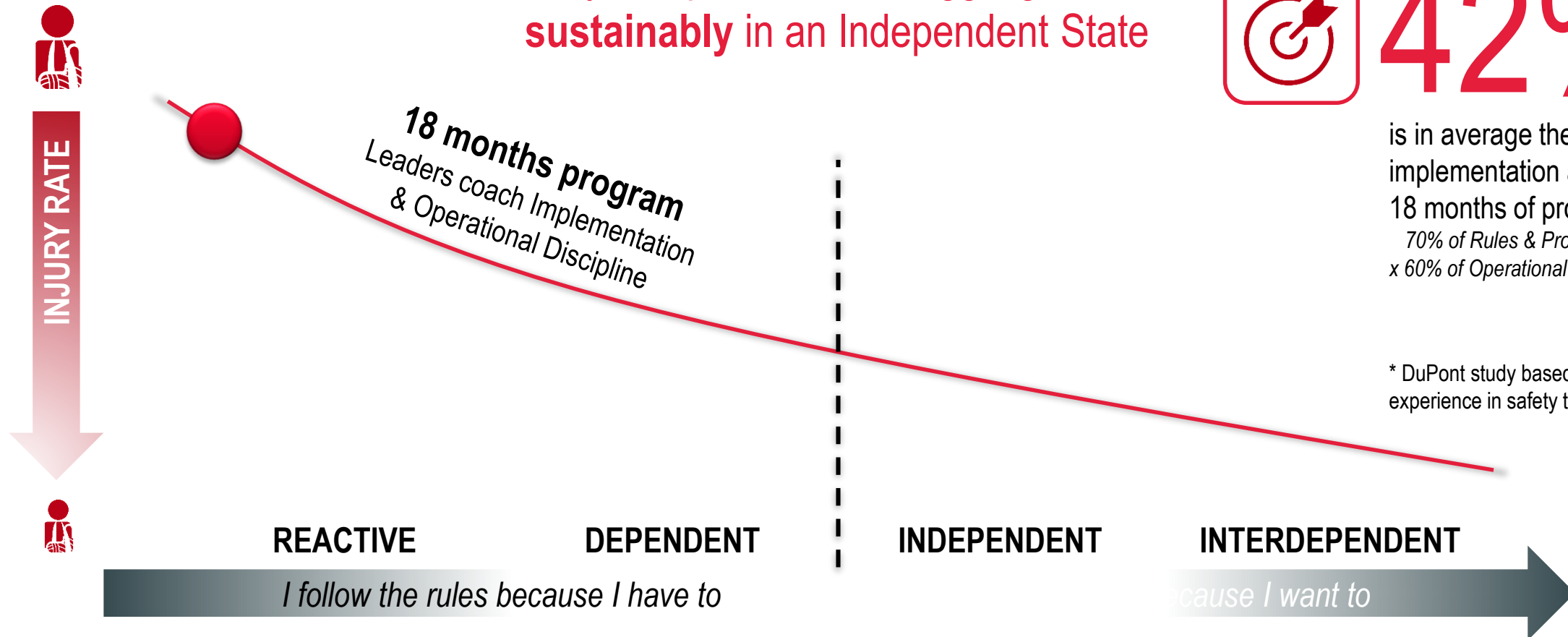
Many companies are struggling to shift **sustainably** in an Independent State



42%*

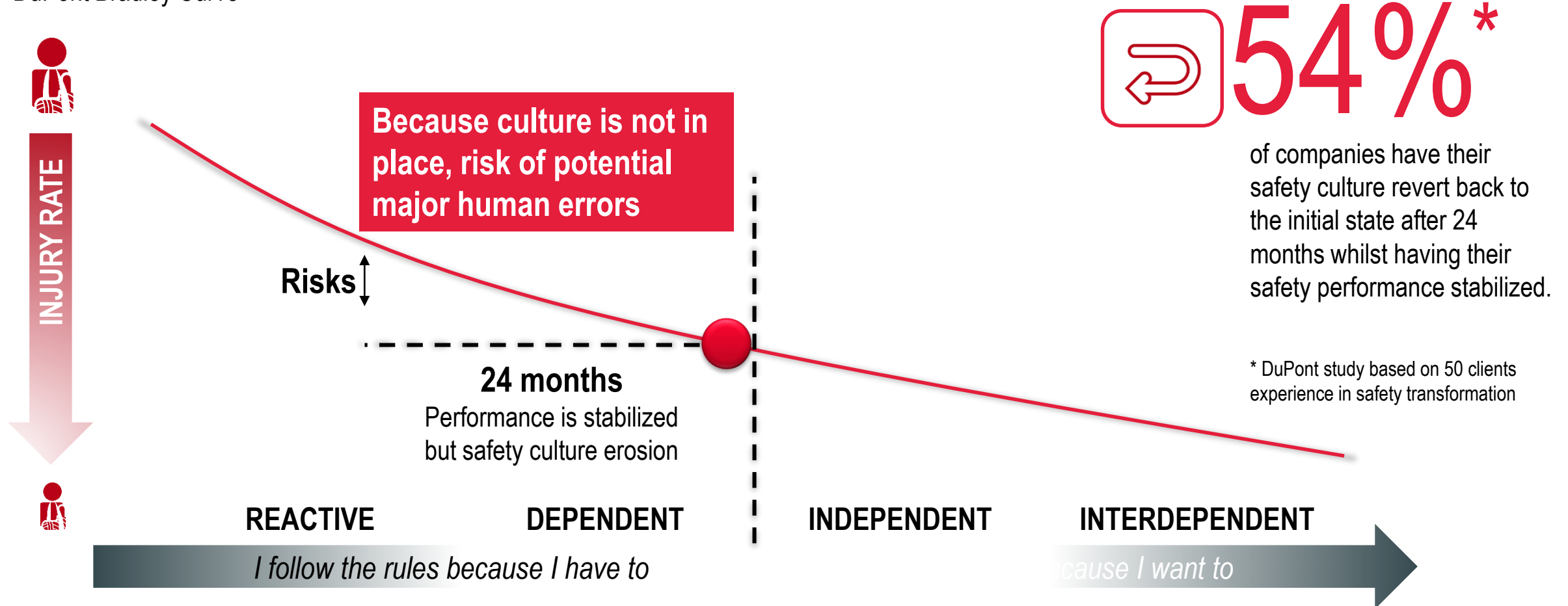
is in average the state of implementation after 18 months of program.
70% of Rules & Protocols developed x 60% of Operational Discipline

* DuPont study based on 50 clients experience in safety transformation



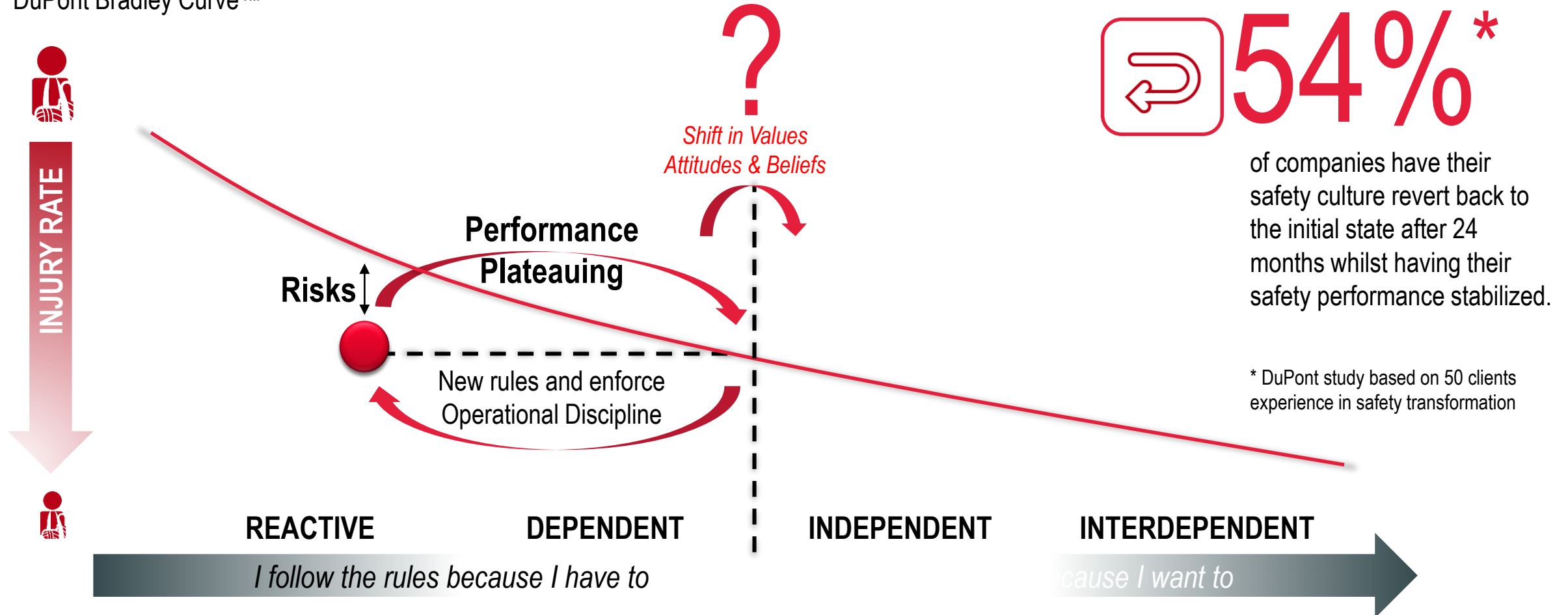
Improvements being carried by “Systems” rather than a deep “Culture” change, more than half of companies return to the original state. Safety Performance is plateauing but with new Risks

DuPont Bradley Curve™

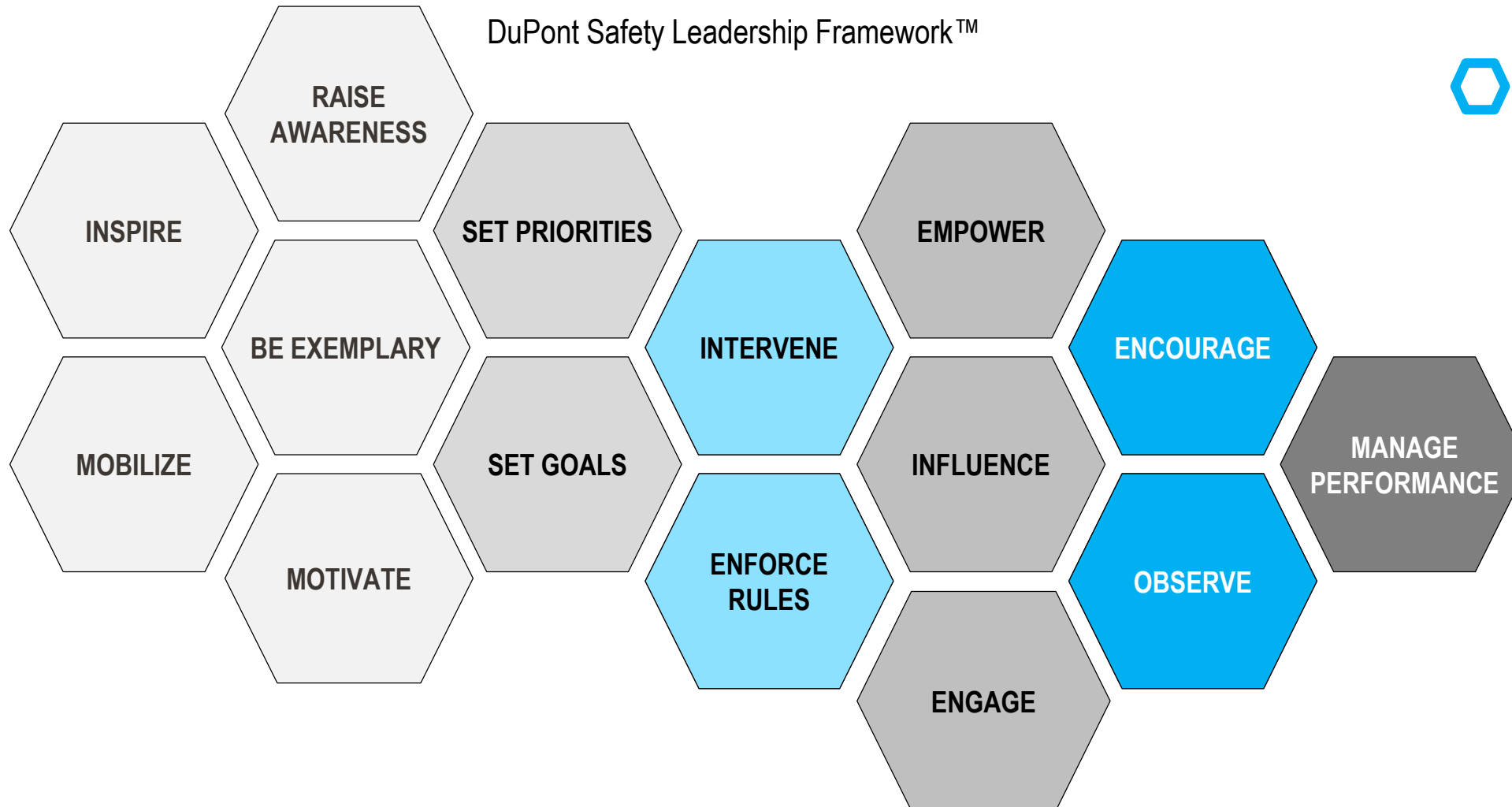


Improvements being carried by “Systems” rather than a deep “Culture” change, more than half of companies return to the original state. Safety Performance is plateauing but with new Risks

DuPont Bradley Curve™



DuPont has identified 15 Leadership skills to influence behaviors and drive teams performance. By strengthening the top 4, companies shift sustainably employees' Value, Attitudes and Beliefs.



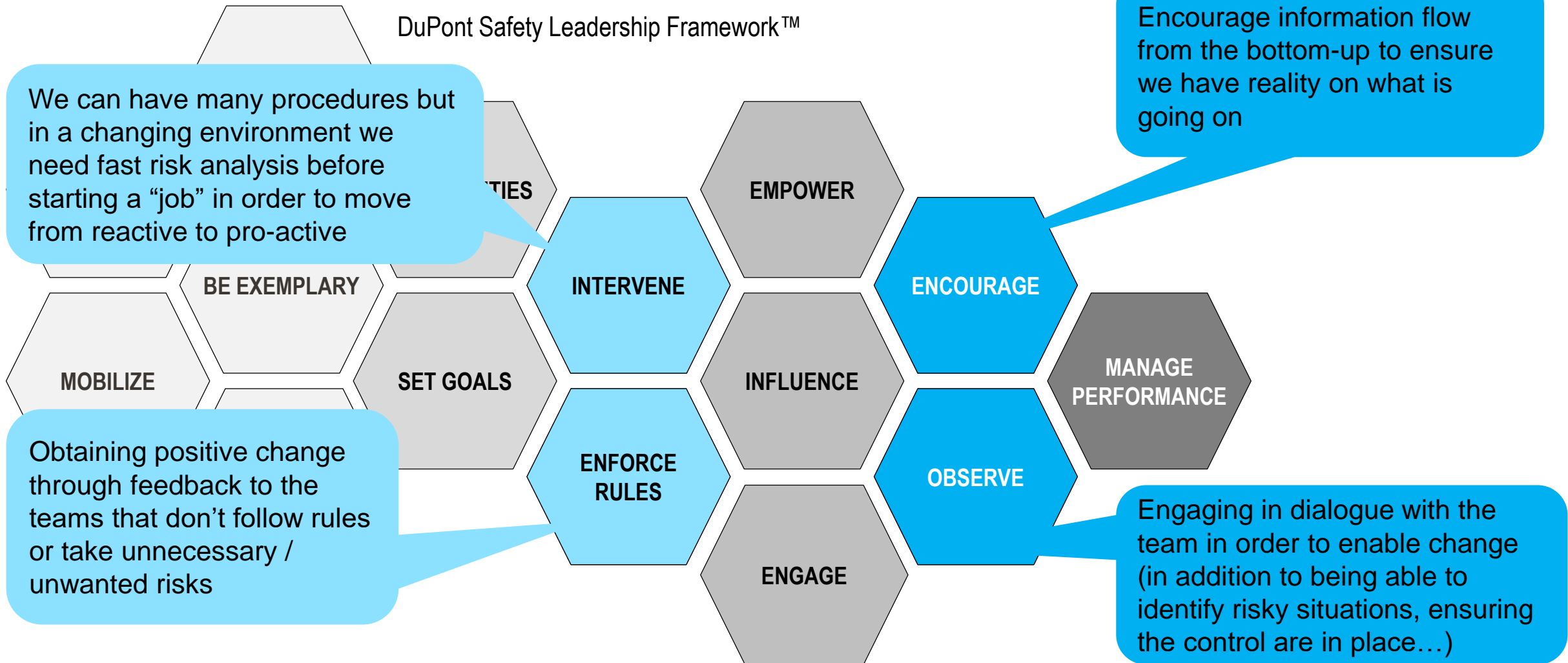
 **87%***

of companies in an **independent state** show high maturity level in 4 leadership skills.

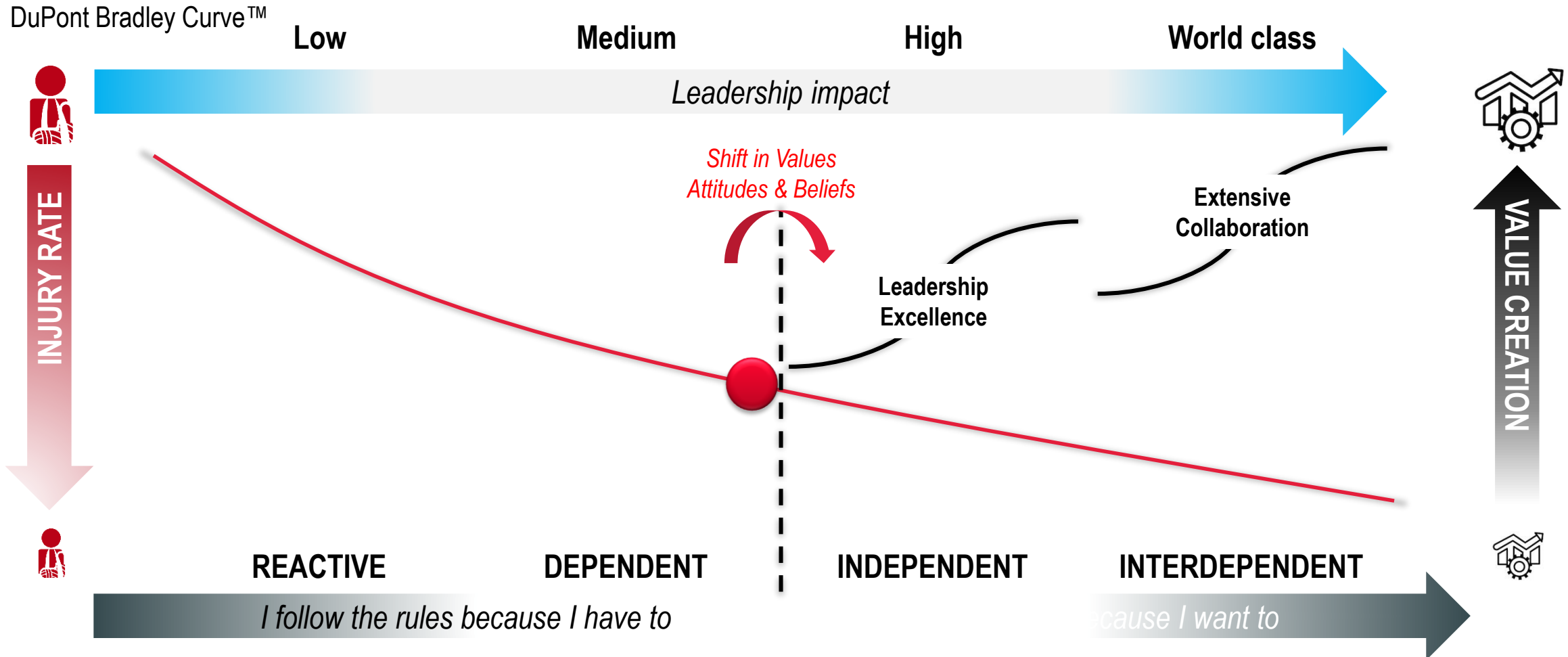
* DuPont study based on Safety Perception Survey™ analytics (+2,5 millions data point)

DuPont has identified 15 Leadership skills to influence behaviors and drive teams performance. By strengthening the top 4, companies shift sustainably employees' Value, Attitudes and Beliefs.

DuPont Safety Leadership Framework™



Developing the impact of leaders during management routines help individuals to take the responsibility of their own safety then the safety of their team whilst creating value



“By 2026, because of digital, 35% of our employee will live a drastic change in their daily job”

Guillaume Pepy, SNCF CEO – October 3rd 2018*

How digitalization will influence Safety Culture? What needs to change?

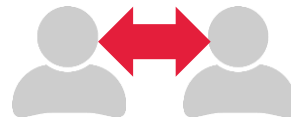
*Automation,
Productivity, IA*

WORKPLACE



*Extensive Collaboration,
Interdependency*

TEAM WORK



*Insights, Agility,
Influence remotely*

LEADERSHIP

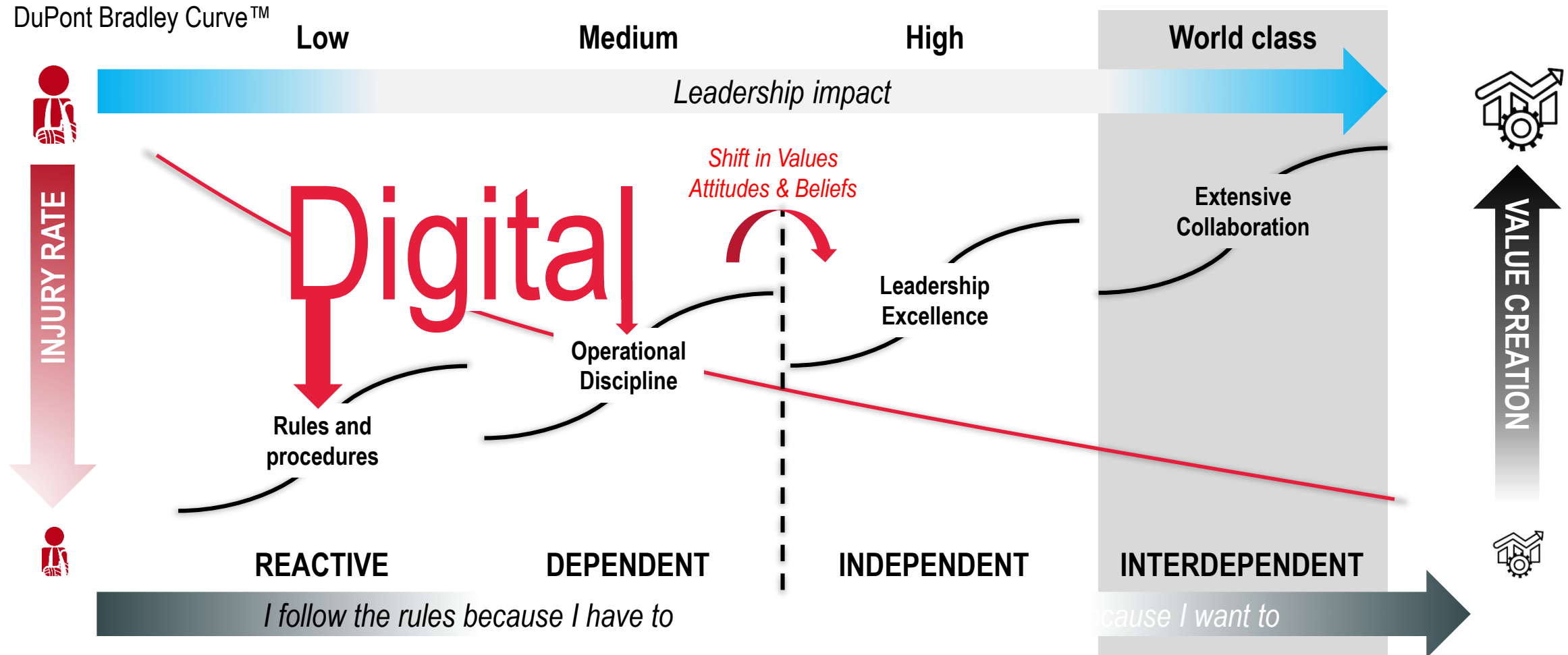


*Learnings, Innovation,
Value proposition*

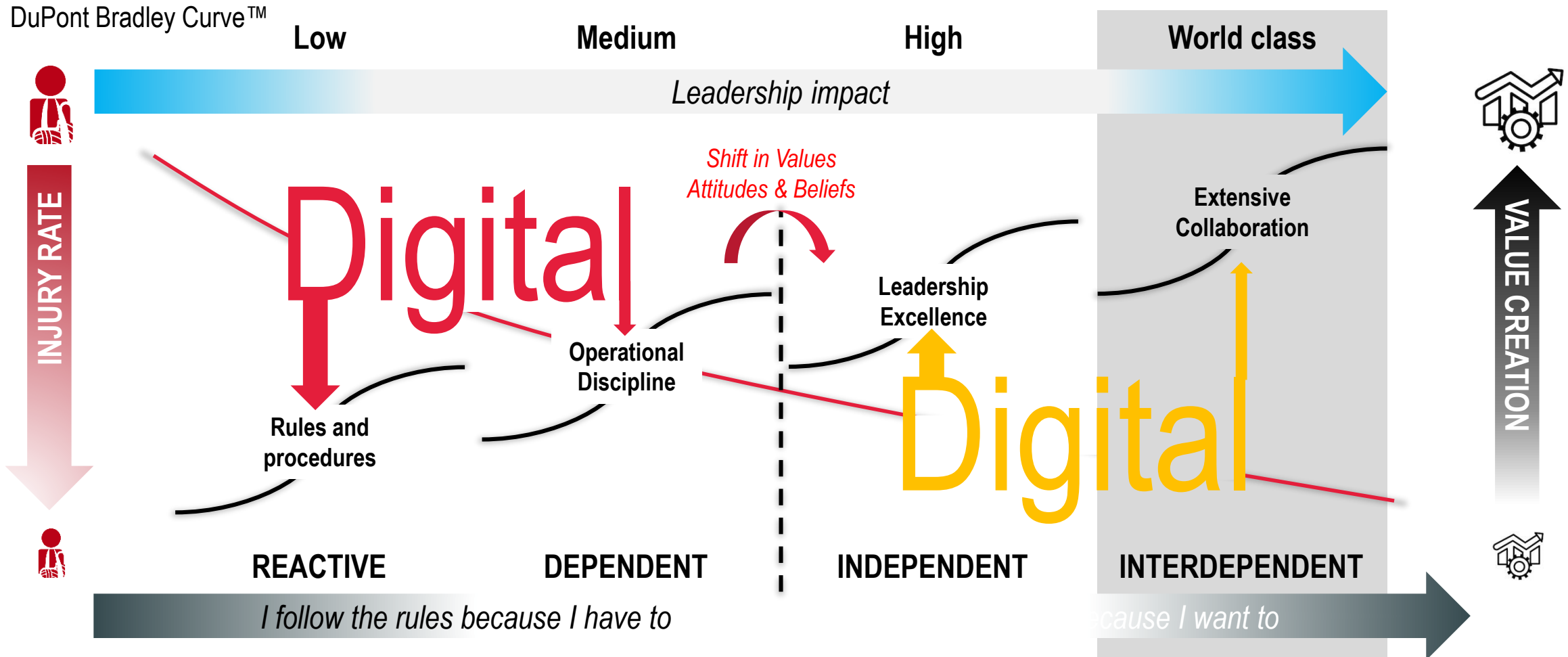
ECOSYSTEM



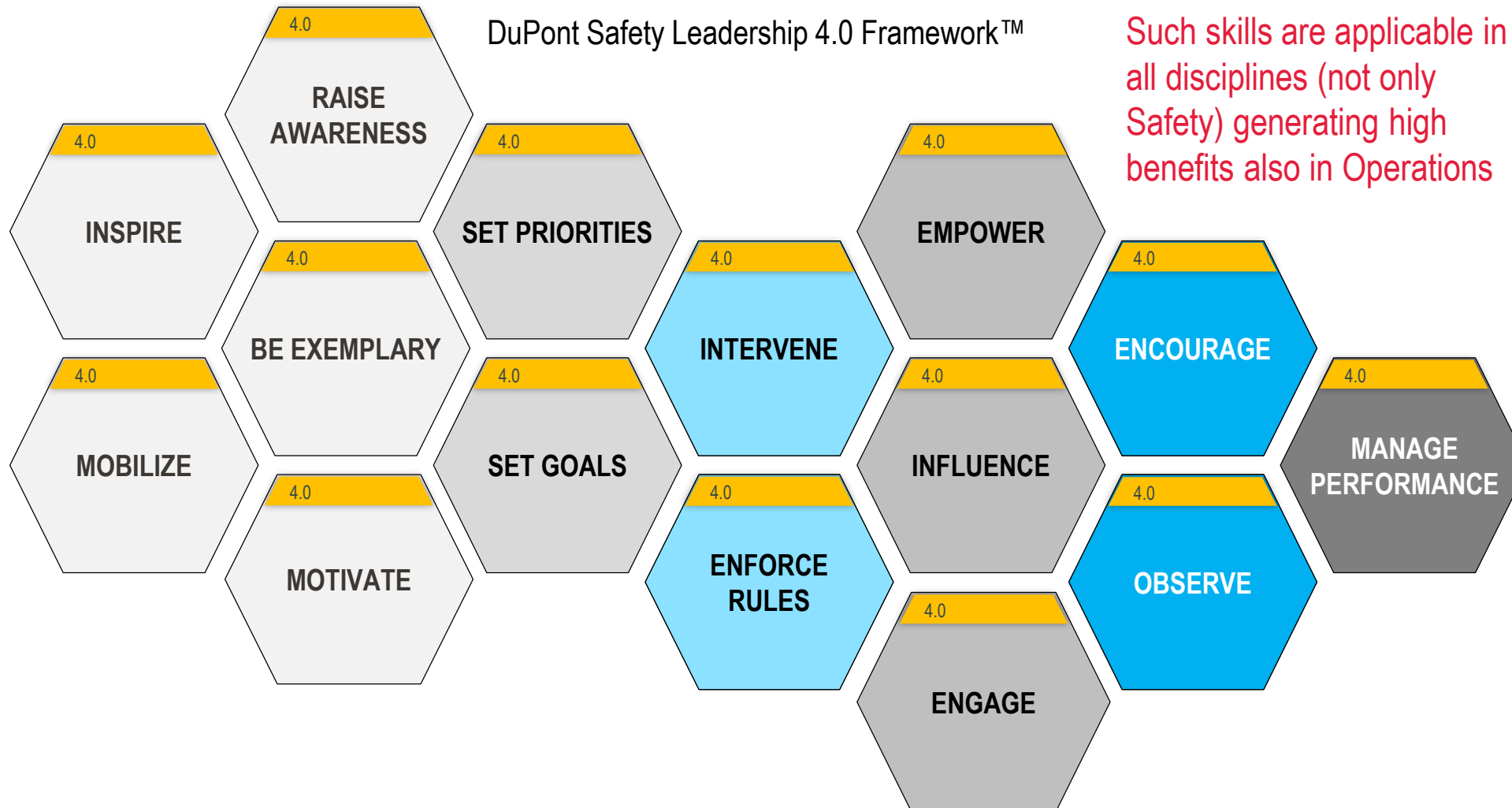
“Interdependent” state is both serving Safety Performance and Digitalization Value Creation. Initiatives are already undertaken to leverage Digital and improve wide access to safety information



An incredible opportunity exist to increase Leadership impact using Digital enablers, in order to accelerate the shift to an “Independent” state and develop an “Extensive Collaboration” Culture



Our own experience in Digitalization bring us to rethink our Safety Leadership Framework by considering all the opportunities at our disposal to increase Leaders' impact with our teams



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Leader
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Are you ready?

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