

American Society for Safety Engineers Outline _ Tim Sanders

Opening story: Remember quality managers? They used to have the heat, because quality is king. Today, doing good is the new quality! And safety is a huge part of that puzzle, both by function and influence.

Your company's story is key to its success: (The CSR movement, think Social Q)

- The CSR movement was born & fueled by corp scandals, high profile issues and a new gestalt that we "can make a diff in how we buy/work or invest"
- Social media puts the company's good and bad points out to the world
- Top managers, MBAs and techies want to work for a company that's SR

The people part of your story is #1

- Golin Harris 2007 survey: #3 Green, #2 Commun #1 People!
- Top Companies to Work For = \$, safety, health and envir are big drivers

Innovations in safety, health and environmental

- Go beyond compliance & connecting with higher vision
- Let the sunshine in (Herman Miller, Aveda/Oak Ridge Labs)
- Sleep management
- NEDS (New Economy Depression Syndrome)
-

Influence others:

- Green up safety to set example: Building energy, paper, shipping
- Share your findings and find kindred coworkers (Joan Krujewski story)
- Take safety into your community (UPS Road Code for teens)

When you extend safety, people first and health @ work to all employees, you unleash the "Law of Contagious Compassion." TIMBERLAND