



*PRESENTS:*

EDUCATIONAL SEMINAR  
**Engaging Every Individual  
in Safety**

**Randy Riesberg, Director of Safety & Training**



## Engaging Employees in Safety

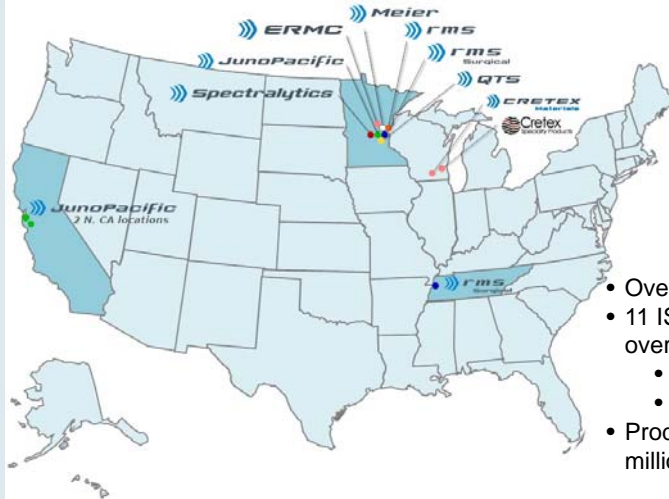
Randy Riesberg, Safety Director, Cretex Companies

### » Introduction to Cretex

- Cretex was founded in 1917 by L.D. Bailey and D.W. Longfellow with the mission of supplying quality concrete drainage products to support the expanding infrastructure needs of a growing nation
- Cretex remains privately held and is still owned by our founding Bailey family
- Over the past ten years, Cretex has transitioned from a diversified holding company to a global leader in medical device contract manufacturing



## The Cretex Team

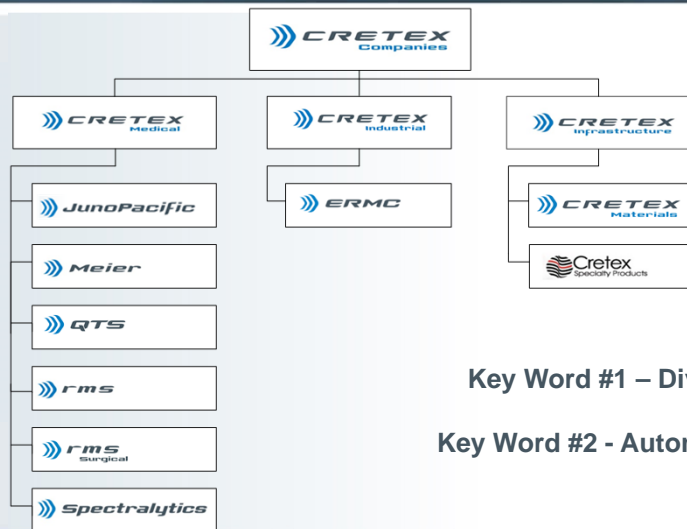


- Over 2,200 employees
- 11 ISO certified facilities with over 700,000 sq. ft.
  - 2 - ISO 9001
  - 9 - ISO 13485
- Produce and ship over 120 million parts annually

5



## Cretex Portfolio



Key Word #1 – Diverse

Key Word #2 - Autonomous





## A quick word about me

- 28 years of safety experience
- Certified Safety Professional
- I am a bit of a Contrarian
  - Somebody disposed to taking an opposite position
  - A habitual opponent of accepted policies, opinions, or practices
- I think in terms of Paradigms/Principles



## Opening Thought #1 - Culture

- Culture is culture
  - No subsets
  - Do not operate independently
- Paradigm Shift
  - Safety OR Production OR Quality
  - Safety AND Production AND Quality



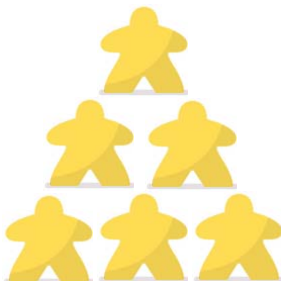


## Opening Thought #2 - Employee Engagement

Promoters

Passives

Detractors



CRETEX  
Companies



## What we want

Promoters

Passives

Detractors



CRETEX  
Companies



## What we don't want

Promoters

Passives

Detractors



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## Cretex Strategy for Employee Engagement

1. Eliminate any negativity towards Safety
2. Build a Relationship of Trust
3. Focus on Safety Improvements



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## Eliminate Negativity - Programs

There are no secret recipes or one size fits all programs

- Don't
  - Force-feed safety
  - My-way-or-the-highway
- Do
  - Empower employees
  - Provide framework for success



## Eliminate Negativity - Compliance

We've separated Safety from Compliance

- Compliance can negatively affect Safety
  - Rules and Regulations
- Different processes
  - Compliance = Do it, Document it
  - Safety = Find it, Fix it



## Eliminate Negativity - Compliance

- Don't
  - Become the Safety Police
  - Make burdensome or unnecessary rules
- Do
  - Build compliance into production systems
  - Focus on positive safety activities



## Eliminate Negativity - Mistakes

Understand the difference between willful disregard and honest mistakes

- Punishing will suppress reporting
- Reserve punishment for willful disregard







## Eliminate Negativity - Mistakes

- Don't
  - Punish honest mistakes
  - Enact Zero-tolerance policies
- Do
  - Blame the system instead of the employee
  - React appropriately
  - Praise employees that bring up problems



## Build a Trusting Relationship

- Develop a Caring Culture
- Safe 2B Safe
- Lead by example





## Build a Trusting Relationship

- Five Steps to building a strong safety relationship with your employees:
  1. Listen to your employees
  2. Take action to alleviate their safety concerns
  3. Listen to your employees
  4. Lead by example
  5. Repeat



## Focus on Safety Improvements

- Part of our Operational Excellence programs
  - Track Process Improvements
  - Target 25% for safety improvements
- Integrate safety into daily activities
  - Standard Work, Tier Meetings, Etc.
- A little bit better, every day



## Recap

- **Make Safety Positive**
  - Eliminate sources of negativity
  - Build new bridges of positivity
- **Build Relationships**
  - Safe 2B Safe
- **Integrate Safety into everything that you do**



**Manufacturers Alliance**  
Sharing Education & Resources Peer to Peer

*Thank you for joining us!*