

FAQs

What?

The ESP (Employee Safety Perception) Survey is designed to measure your safety *culture*. Do employees “buy-in” to your safety messages and practices? Do they truly take “ownership” of their own safety and that of their coworkers? Do they feel that safety is indeed a top priority for your organization, or do they receive conflicting messages from leaders? Are supervisors demonstrating safe behavior and supporting initiatives driven by your safety professionals? Are there risks that you’re not aware of? How are the end-users of your safety systems really utilizing them on a daily basis? How is what you’re communicating about safety being received by those who have the power to make or break your safety record?

Why?

Regardless of how many safety measures you have in place, your safety performance is dictated by one thing—your people. Leading safety practitioners realize that implementing measures to guide work practices, machinery, behaviors, processes, etc., can only go so far in preventing injuries. Once your safety performance plateaus, it is necessary to measure the human element. If you want to ensure you’re getting the greatest return on your safety efforts, you must understand how your people “perceive” your safety message and how they behave... even when you’re not looking! Survey data provides leading-indicator measures of safety performance-- those measures that bring about substantial safety improvements.

Who?

The survey is designed for companies that are not content with safety performance that has reached a plateau and sincerely desire to take their efforts to a new level. Whether you’re in manufacturing, distribution, healthcare, construction, logistics, or any other industry, you face safety and health issues that can cost your company in numerous ways. An accident or incident can not only result in increased workers’ comp premiums or fines from OSHA, but can also impact productivity, morale, retention, and your reputation in your community. The information obtained in the ESP can help prevent incidents, save dollars, and increase employee loyalty.

Why ESP?

While there are some safety perception surveys available in the marketplace, ProActive’s ESP has several distinct advantages:

- **Expertise:** ESP was developed as a collaborative effort between safety experts *and* survey experts. There is no point in doing a survey unless you’re confident that the data is valid and actionable. The ESP is based on sound survey methodology, in addition to safety know-how.
- **Customization:** “All organizations are unique” and this statement is especially true as it relates to safety. To measure your safety culture, the questionnaire must be relevant not only to your industry, but to YOU! *Your* systems, *your* processes, *your* lingo... otherwise, not only do employees struggle to understand questions (which undermines the validity of the results), but they begin to see that the survey is not really relevant, which will render the whole process effectively meaningless. The ESP process begins with an analysis of your company to ensure the questionnaire is clear, relevant, and meaningful for you and your employees.
- **Methodology:** Creating a relevant questionnaire is only the first step to getting valid, meaningful, actionable survey results. The rest requires a very deliberate and strategic communication, administration, and implementation strategy to gain employee support and trust in the process. If employees don’t understand why you’re doing the survey and don’t have trust and confidence in the anonymity of the process you can be sure participation rates will be low (quantity), and most who do participate won’t be entirely honest (quality). Either way, you’ve wasted time and dollars on a survey that will not be useful. ProActive has a proven track record of gaining employee trust and garnering participation rates that in some cases approach 100%.
- **Diverse Resources:** ProActive Consulting is a *survey* company that has forged strong relationships with numerous *safety* experts. Therefore, when it comes time to act on your survey findings, ProActive can connect you with the best resources for your particular industry and issue, without bias. Or, if you have your own internal resources, that’s great too! Our goal is not to sell you consulting services... it is to give you valid, meaningful data to support and measure the effectiveness of your safety initiatives.