

How to Enhance SAFETY CULTURE

in the Trucking Industry with

INFINITI-I
TRAINING MANAGEMENT SYSTEM



Companies with a strong safety culture keep better talent, operate more efficiently, and run more profitably. It starts with buy-in across all levels and departments of the organization and becomes more than just another forgotten initiative. Follow these four steps to implement a lasting culture of safety at your company.

1 Assess Current Safety Culture

Conduct an evaluation of the existing safety culture at your company. This includes the current norms, attitudes, values, and beliefs regarding safety within the organization. Does everyone buy-in at all levels? Where are the gaps?

2 Identify Areas for Improvement

Some of the most common issues are:

- Lack of communication
- Lack of training, participation, and accountability
- Lack of recognition for safe behavior
- Lack of empowerment to change

3 Develop an Improvement Plan


Implementing change can be hard. Build a phased plan that starts with small, achievable improvements. This could include policy and procedure updates, or implementing training on INFINITI-I.

4 Implement & Communicate

Communicating the “why” behind safety is a key part of implementation. Make sure all employees feel empowered and responsible for keeping their workplace safe.

Benefits Of A Strong Safety Culture



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- ✓ Trust
 - ✓ Morale
 - ✓ Talent
 - ✓ Brand
 - ✓ Competitiveness
 - ✓ Profitability
 - ✓ Engagement
 - ✓ Productivity

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- ✗ Absenteeism
 - ✗ Costs
 - ✗ Turnover
 - ✗ Accidents