



*Journey to*  
**safety excellence**

SPONSORED BY **GRAINGER**



# Get your **customers** on the **Journey**

**Inspire Grainger customers to join the largest advocacy movement in workplace safety**

## **Campaign background**

The National Safety Council and National Founding Sponsor Grainger are launching an outreach effort in September 2014, the *Journey to Safety Excellence* Campaign, to give businesses a compelling case to invest in safety and guide your customers through the continuous improvement process. The Campaign will offer measurement tools and easy-to-access resources to help companies keep their employees safe and healthy.

**Find more information on the Journey to Safety Excellence<sup>®</sup> at [grainger.com/journey](http://grainger.com/journey).**

## **Why should your customers sign up for this campaign?**

Safety isn't just about wearing a helmet or holding a handrail. It's about designing a work process that maximizes job efficiency and minimizes putting workers at risk. Safety allows us to work smarter, benefitting our health and the company's bottom line. For your customers, this can mean:

- An increase in profitability
- Better employee retention
- Decrease in lost time from injury or illness
- Decrease in workers comp costs
- Improved employee morale
- And much more!

## **What your customers will get when they sign up**

They will get access to **FREE** tools and resources that will help them develop and/or improve their workplace safety:

- An employee perception survey to deploy in their organization
- An incident rate calculator to evaluate risk
- Networking opportunities
- Educational videos
- Roadmaps for implementing common safety practices
- Statistics and infographics
- Regular email communication to keep them engaged and motivated



Give your customers the information they need to do what they do better. Encourage them to visit [nsc.org/VIPJourney](http://nsc.org/VIPJourney) to become a Journey Campaign insider today. As an insider, they will be the first to receive access when new resources, blog articles and other rich content are released. They'll also be invited to "Join the Journey" prior to the official launch date so they can be the first to enjoy the many benefits of being "On the Journey" with **Grainger** and the **National Safety Council**.

**National Safety Council**  
1121 SPRING LAKE DRIVE  
ITASCA, IL 60143-3201  
**NSC.ORG**



# Your people are the heart of your business

## Protect them at the workplace and beyond

We are all on a Journey, a cycle of continuous improvement toward the goal of zero injuries and illnesses in our workplaces.

The National Safety Council and National Founding Sponsor Grainger are launching an outreach effort in September 2014 - the Journey to Safety Excellence® Campaign - to give businesses a compelling case to invest in safety and support their efforts. The Campaign will offer measurement tools and easy-to-access resources to help keep your organization's employees safe and healthy.

NSC and Grainger are committed to helping all organizations, regardless of size or industry, progress on their Journey. We hope you will join us and lead with safety at your organization.

## LEARN, MEASURE AND ENGAGE

### Tools and resources

The new Journey to Safety Excellence website will house tools and resources to fuel your safety improvement. You'll find:

- A safety system self-assessment
- Educational videos
- An employee perception survey
- Roadmaps for implementing common safety practices
- An incident rate calculator
- Networking opportunities
- Statistics and infographics

You'll get a better understanding of the importance of integrating safety into business operations, be able to evaluate your current risk level and how you can improve, and connect with other organizations so you can learn and share best practices.

### Take the first step

Become a Journey Campaign insider today, compliments of **Grainger**, at **nsc.org/VIPJourney**. You will be the first to receive access when new resources, blog articles and other rich content are released to help you continue to move forward on your own Journey to Safety Excellence.



## The Journey to Safety Excellence

### A model for workplace improvement

High performing workplaces all have something in common – they are all on a cycle of continuous improvement that aims for a sustainable reduction of risk with a goal of zero harm. At the Council, we call this the Journey to Safety Excellence – a proven method to integrate safety in driving operational excellence.

Using best practices of world-class organizations as well as independent research, NSC has identified four integrated pillars to help organizations realize safety excellence.



#### Leadership and employee engagement

Leaders foster a culture where safety is fully integrated in the business and is a core value where all employees are engaged and share responsibility.

#### Safety management systems

A strong safety management system is a framework of processes and procedures to ensure that work tasks are completed safely to achieve objectives.

#### Risk reduction

Risk is the combination of the probability of an event and the severity of the injury that may result. Risk is always present in the workplace and those organizations who actively strive to reduce it will outperform those who do not.

#### Performance measurement

To manage improvement, it is essential to have measurable goals to track performance, looking at leading and lagging indicators and how they are related.

### The bottom line

Investing in safety is a sound business decision. Organizations that instill a culture of safety throughout all levels of their organization witness improvements in quality, efficiency and productivity.

Find more information on the **Journey to Safety Excellence®** at **grainger.com/journey**.

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## WHY SHOULD YOUR CUSTOMERS SIGN UP FOR THIS CAMPAIGN?

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## WHAT YOUR CUSTOMERS WILL GET WHEN THEY SIGN UP

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## How will you improve your 2014 business performance?

### About the Campaign

The National Safety Council and its National Founding Sponsor Grainger are launching an outreach effort in September 2014, the Journey to Safety Excellence® Campaign, to give businesses like yours a compelling case to invest in safety and guide you through the continuous improvement process.

The Campaign will offer measurement tools and easy-to-access resources to help keep your organization's employees safe and healthy.

As a valued Grainger customer, you get complimentary access to the Safety System Assessment NSC developed that will allow you to evaluate your organization's safety practices compared to best practice standards and benchmark your results against other organizations.

With the NSC Safety System Assessment, you'll be able to:

- Determine your organization's strengths and areas for improvement
- Benchmark your results against more than organizations in the database
- Use your results to develop an improvement plan

### What's the value in safety?

Safety isn't just about wearing a helmet or holding a handrail. It's about designing a work process that maximizes job efficiency and minimizes putting workers at risk. Safety allows us to work smarter, benefitting our health and the company's bottom line. This can mean:

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- Better employee retention
- Decrease in lost time from injury or illness
- Decrease in workers comp costs
- Improved employee morale
- And much more!

Take the first step to get the information you need to do what you do even better.

Start your assessment today, compliments of Grainger, at [nsc.org/VIPJourney!](http://nsc.org/VIPJourney!)



# Measure. Plan. Improve.

*It's just that simple!*

## Take the first step.

Go to [nsc.org/VIPJourney](http://nsc.org/VIPJourney) to start your **FREE** assessment.

With the NSC Safety System Assessment, you'll be able to:

- Determine your organization's strengths and areas for improvement
- Benchmark your results against more than 500 organizations in the database
- Use your results to develop an improvement plan

Find more information on the **Journey to Safety Excellence®** at [www.Grainger.com](http://www.Grainger.com).



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