Safety Saturation: Making Safety Part of Who We Are

Safety is not a priority. It is a value.

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Why This Matters

- Uncertainty, distraction, workload, and change shape decisions
- Small businesses carry significant risk and opportunity
- Family legacies depend on today's choices at work

What Is Safety Saturation?

- Safety influences decisions even when no one is watching
- Part of identity, not compliance
- Visible in conversations, planning, and customer interactions

Priorities Change, Values Stay

- Production and business goals shift
- Markets change
- Safety as a value endures

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The Pest Control Reality

Common risks:

- Slips, trips, falls
- Dog bites and animal interactions
- Driving exposure
- Chemical handling and lone work

The Hidden Risk

- Most preventable worker deaths and injuries occur off the job
- What happens at home affects work and vice versa

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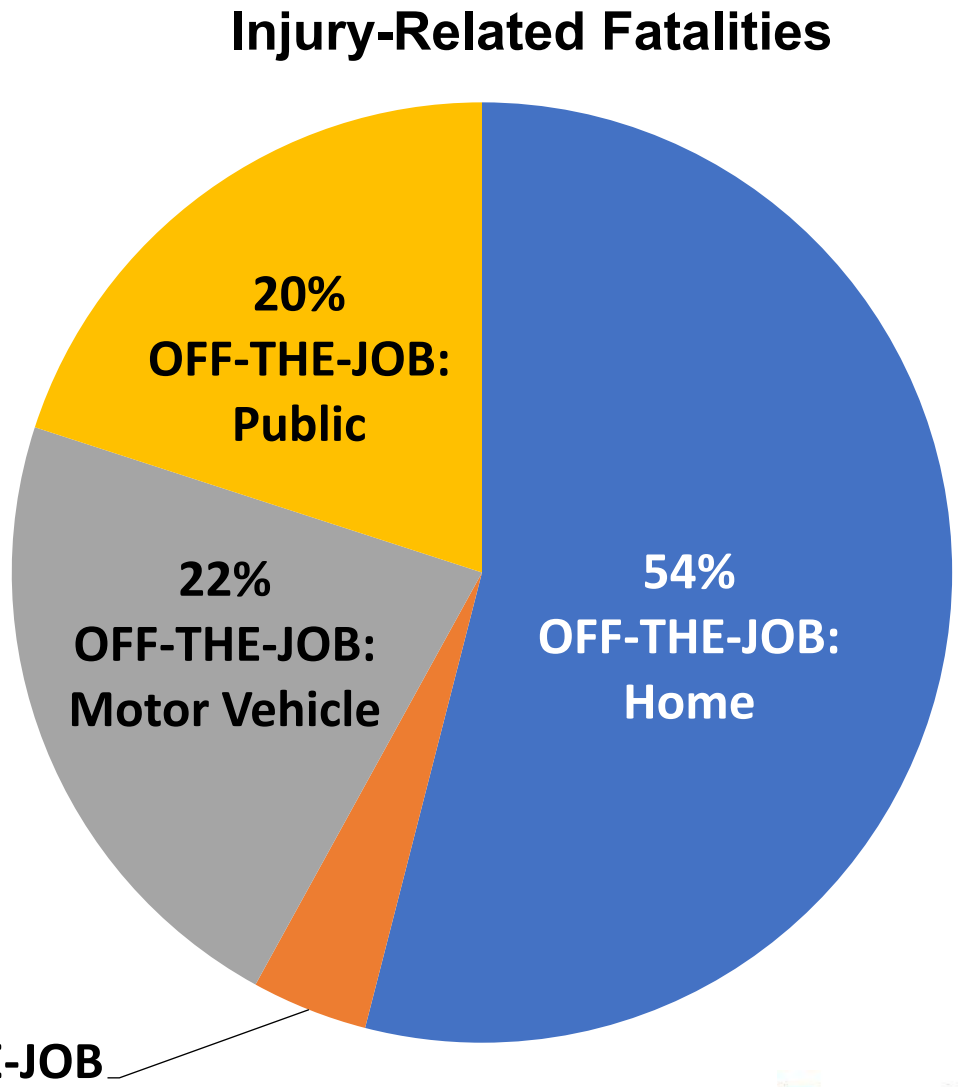
Where Are People Dying?



40% transportation-related

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Establishment Size Impacts Risk

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nsc National Safety Council

Small companies
(1–10 employees)

Share of workforce	10.1%
Share of worksite fatalities	49.1%
Total worksite fatalities	1,278
Non-worksite : worksite ratio	9 : 1

Only 10% of the workforce, yet nearly half of worksite fatalities.

Large companies
(100+ employees)

Share of workforce	67.5%
Share of worksite fatalities	22.7%
Total worksite fatalities	591
Non-worksite : worksite ratio	131 : 1

Nearly 68% of the workforce, but less than 1/4 of worksite fatalities.

On-the-job vs Off-the-job Fatality Ratio

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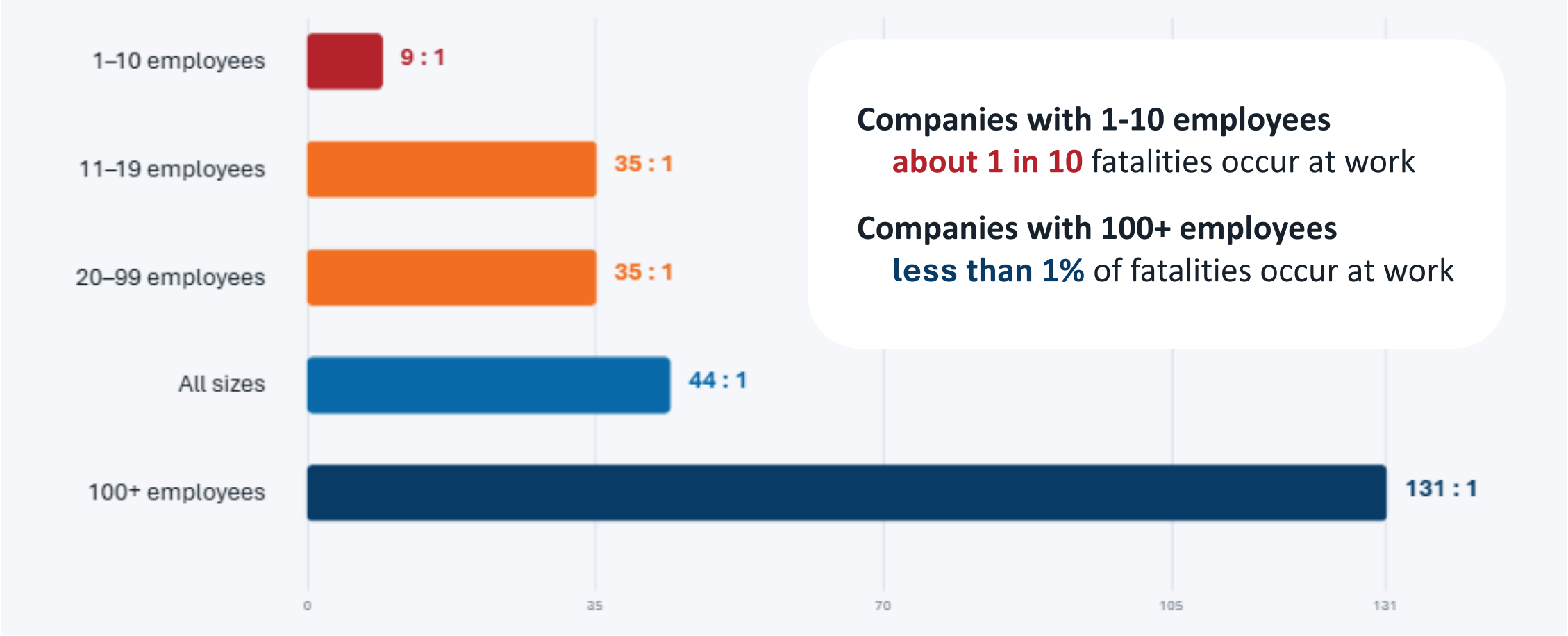

Companies with 1-10 employees
about 1 in 10 fatalities occur at work

Companies with 100+ employees
less than 1% of fatalities occur at work

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Small Business Advantage

- Closer relationships
- Direct access to owners
- Culture spreads quickly
- Every person matters

Psychological Safety

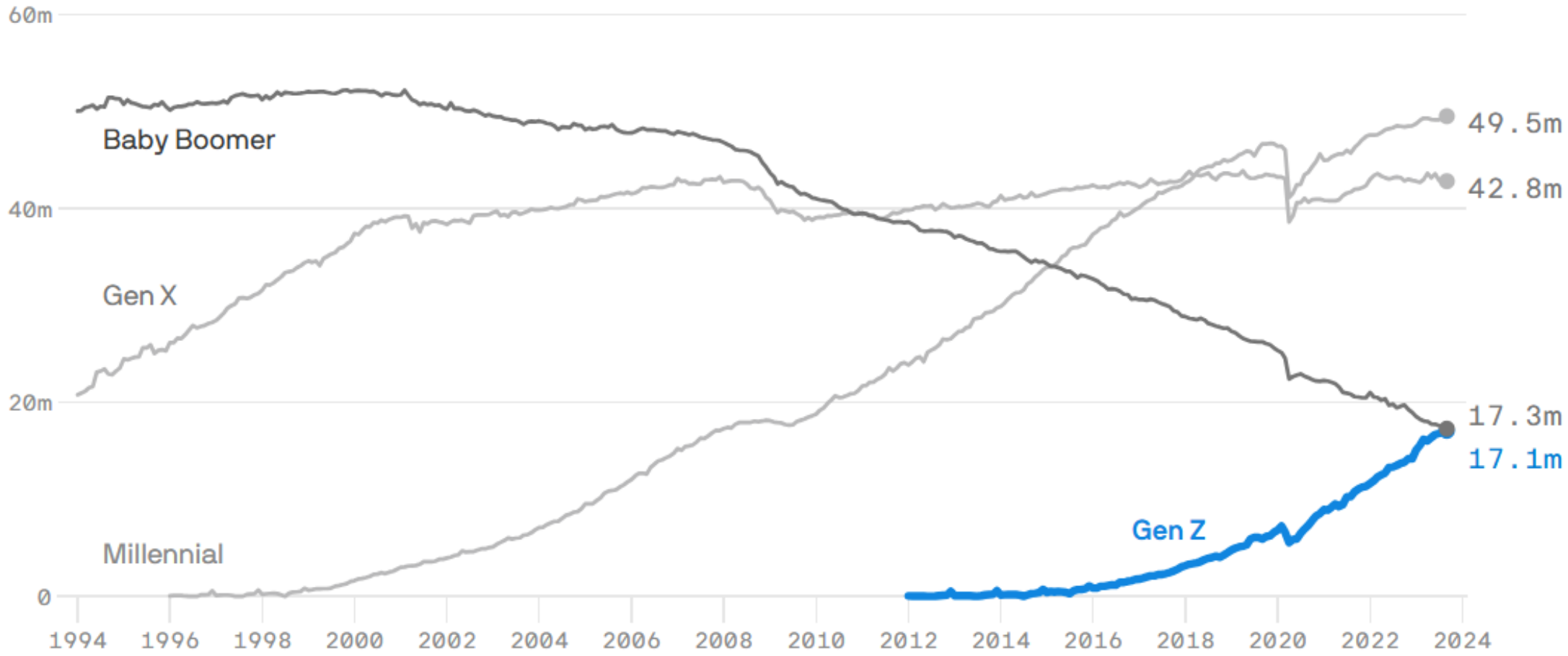
- People speak up about hazards
- Questions are welcomed
- Mistakes become learning opportunities

Why Younger Workers Stay

- Purpose
- Growth and development
- Connection and belonging
- Well-being

U.S. full-time workforce, by generation

Seasonally adjusted; Monthly, January 1994 to September 2023



Gen Zers are expected to overtake **Baby Boomers** by early 2024

Generations Working Together

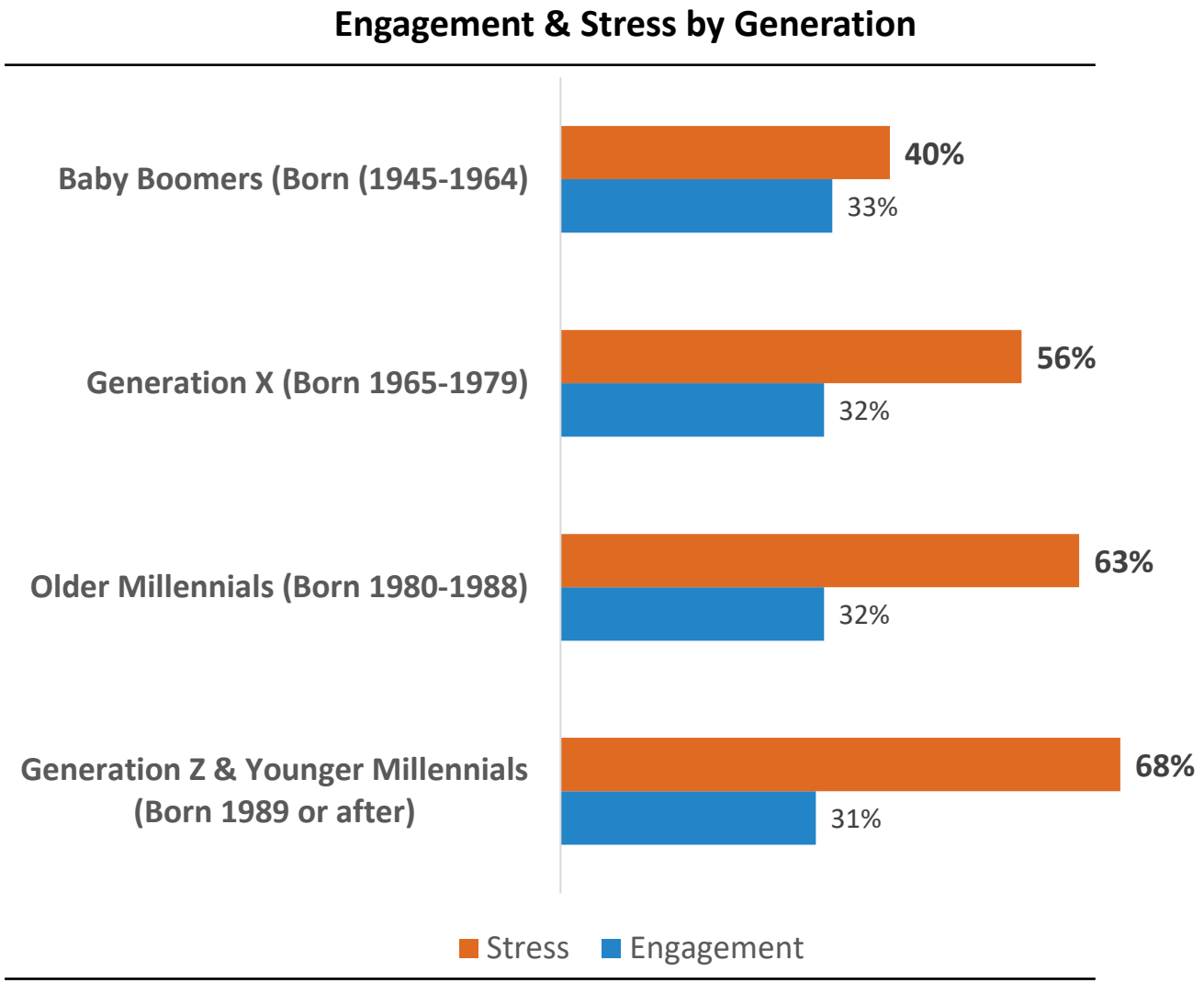
- **Baby Boomers:** experience, loyalty, stability
- **Gen X:** independent, pragmatic, risk-conscious
- **Millennials:** purpose-driven, value well-being
- **Gen Z:** inclusive, tech-savvy, demand psychological safety

Responding to worker values is the key to motivation

Mental Health Is a Safety Issue

- Stress affects attention and decision making
- Burnout increases risk
- Normalize conversations and support

Stress Is a Workplace Hazard



Source: Gallup, 2022

Stress Snapshot

1. **Where do you experience stress most often?**

- ◯ At work
- ◯ At home
- ◯ Both equally
- ◯ I rarely experience stress

2. **What types of stress do you experience?** *(Select all that apply)*

- ☐ Workload or deadlines
- ☐ Poor job satisfaction overall
- ☐ Financial concerns
- ☐ Family responsibilities
- ☐ Health issues
- ☐ Uncertainty about the future
- ☐ Social or relationship challenges

Everyone Is a Leader

- Leadership is influence
- Technicians shape culture
- Owners model expectations

Stories People Remember

- Employees watch behavior more than rules or policies
- The story you tell becomes the culture you build

From Compliance to Commitment

- Rules matter
- Relationships matter more
- Trust accelerates safe choices

Family, Community, Legacy

- Protect lives beyond work
- Teach safe habits at home
- Build companies future generations inherit

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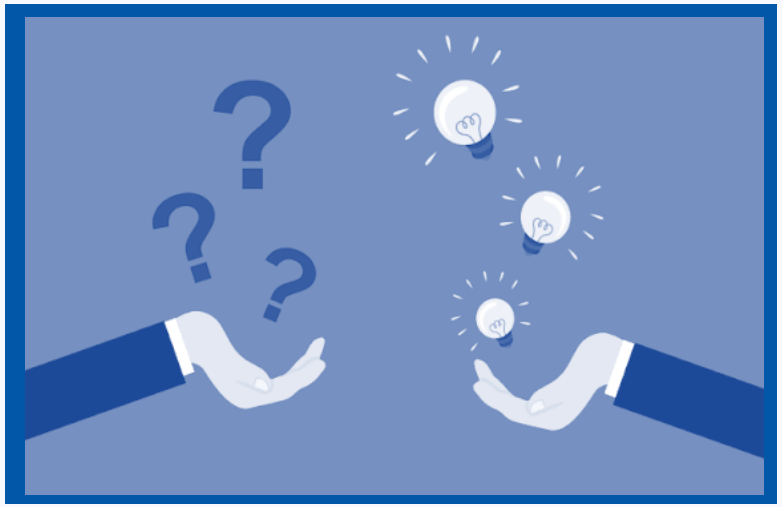
Five Practices

1. Start every day with care
2. Ask one better question
3. Recognize safe choices
4. Learn from mistakes
5. Bring safety home



Reflection

- What would change if safety became part of who you are as a company?
- What is one action you will take?

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Closing

- Do not make safety your top priority
- Make safety a value and part of your identity
- Live safety at work, at home, and in your legacy

Thank You!

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