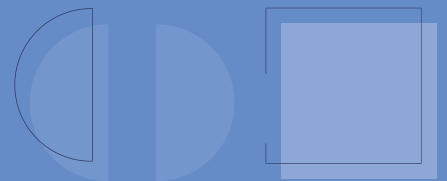


# Seeing Safety

Discover a proven methodology to address the seeing gap



## Seeing Safety

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- 1** Are you aware of the role seeing plays in safety performance?
- 2** What proportion of incidents could be prevented if your people could see everything they need to?
- 3** Do you know how your safety management system is undermined by a failure to see?



Center of Visual Expertise

Our work in recent years has shown us that a failure to see effectively plays a significant role in several critical safety activities. Seeing fully, and properly diagnosing the picture in front of you, is central to safety performance. We have identified seeing problems in a number of areas (fig. 01).

Perhaps of greater concern still is the fact that very few organizations have a program in place to address these gaps — to teach their staff how to SEE the whole PICTURE® — to fully identify the risks in front of them, assess them effectively and take appropriate and timely action.

## FIGURE 01 IDENTIFIED SEEING PROBLEM AREAS



Failure to recognize  
potential hazards



Poor pre-job  
safety analysis



Inadequate incident  
investigation



Lack of process  
understanding



Weak signal  
recognition



Behavioral and  
decision-making bias

### The Consequences of Not Seeing Risks

Research has shown we typically only see 10% of the visual data in front of us. It doesn't matter if that data is a picture, words, numbers or a physical work environment with equipment, people and plant.

So, what about the other 90%? Our brain fills it in. How does our brain do this? It uses prior experience, assumption and biases, and that leads to:

- Insufficient and partial information
- Predetermined conclusions
- Failing to see alternative solutions
- Reinforcing status quo
- Risk tolerance and acceptance
- Inadequate action planning and intervention



We typically only see 10% of the visual data in front of us

Have you observed any of these factors at play in your safety programs, incidents, investigations, root cause analysis and action planning and tracking? You aren't alone. These are endemic problems in the world of safety and it affects staff at every level, from the front-line operator to supervisor, maintenance manager, plant manager and safety executive all the way to the C-suite.

### Inability to See the Entire Picture Impairs Us All

Our team of safety professionals, and the organizations we have partnered with, have seen this pattern time after time. The impact is significant, with a recurrent failure to identify risks, understand and address them.

So, we have developed a proven methodology that helps address the seeing gap and build practices and disciplines that mitigate the problem across your operations. In doing so we have seen measurable improvements in safety performance leading indicators.

COVE training workshop evaluations indicate that 95% of attendees would recommend the workshop to a colleague. 100% have endorsed the relevance of the Visual Literacy topic to the field of environment, health and safety.

### Do these problems seem familiar to you?

Find out more about this leading edge and innovative approach to a fundamental safety problem. Contact our team, schedule an overview or read more at:



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Center of Visual Expertise

### **About the Center of Visual Expertise (COVE) from the Toledo Museum of Art**

COVE has developed a rigorous approach to helping people SEE the whole PICTURE®. This methodology comes from years of study and teaching in the world of art. While the connection between the art world and industry may not be immediately obvious, COVE has developed a deep understanding of the application of Visual Literacy to safety through our partnership with the Campbell Institute at the National Safety Council and our industry partners, including Owens Corning, Cummins, United Rentals and others.

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