



ASLRRA
Webinars

“Ask the Experts: Cultivating a Shared Safety Vision”

Presented by the Short Line Safety Institute

March 19, 2026

○ Today’s Outline

- Short presentation on the benefits of cultivating a shared safety vision
- Q & A and discussion

- A safety vision is a statement or slogan that is a guiding principle for the organization, connecting employees to a shared purpose of safety.
- It might be difficult to create, but once it is developed it is a very useful statement that unites the organization around a common goal of safety and always keeps safety at the forefront.
- A safety vision can be displayed throughout the organization on posters, included in the employee handbook, mentioned at the start of safety briefings and meetings, etc.

- “We support equity and enhance quality of life by connecting people with opportunity, catalyzing the economy and sustaining our environment.”
- “We believe that being in a position of safety, mentally and physically, is paramount to our success.”
- “We foster a culture that makes safety our highest priority and continuously examines the effectiveness of our safety process and performance.”

It starts with Leadership...

- Understand the current state of safety in your organization
 - What are some concerns regarding safety?
 - How are employees perceiving leadership's dedication to safety?
- Draft a vision that is realistic, inspiring, and prioritizes safety above all other competing goals and demands
 - If various goals are listed in your statement, have safety at the top of the list

... It involves Employees ...

- Involve employees while creating the safety vision
 - Ask for feedback during safety meetings, safety committee meetings or townhalls
 - Consider allowing employees to vote for the best choice

... It carries through the Organization.

- Clearly and frequently state the safety vision
 - Visual aids: posters and videos
 - Documentation: employee handbook
 - Communication: safety briefings, meetings, announcements
- Promote employee buy-in
 - Senior leadership and management must follow all safety rules and support the safety vision with their words and actions
 - Recognize employees embracing the safety vision
 - Embed the safety vision as part of the culture demonstrating that it is not just a passing project

- **Discussion time! Ask the Experts your questions about cultivating a shared safety vision.**

Questions, Please Contact:

Sam Cotton, Director of Safety Culture Programs
Short Line Safety Institute
Sam.cotton@shortlinesafety.org

Julia Leone, PhD, Assistant Director of Research and Organizational Development
Short Line Safety Institute
Julia.leone@shortlinesafety.org

Source referenced: Chapman, K. (2025, Feb 26) Building a safety vision that drives workplace culture change.
www.safepathsolutions.com

Webinar Feedback / Suggestions, Please Contact:

Sabrina Waiss, Senior VP, Education & Business Services, ASLRRA
swaiss@aslrta.org • (202)585-3434