

SAFETY TECHNIQUE AS A CORPORATE CULTURE

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Growing businesses, reducing costs, increasing productivity and enhancing market competitiveness for many years have been the main concern of many companies. When it came to safety, this area as a loss-making was relegated to the background. However, today this approach is no longer working.

In the modern economy, in conditions of particularly intense competition, people have become the main factor in the market struggle. Favorable moral conditions in the workforce and high safety standards affect the production efficiency, which can give the company an additional millions of dollars in real income. All this allows us to equate safety at work to the main production tasks.

Why is it necessary to place the responsibility for the safety of work on their employees instead of relying on all sorts of precautions? Based on the results of research conducted by the US National Occupational Safety and Health Council, the vast majority of injuries (approximately 96%) occur due to careless human behavior at work and only 4% are the result of a technical malfunction of equipment [3].

Injury - the result of poor organization of safety or lack of proper qualifications of employees. And in fact, and in another case, it is a result of actions that people do, and not "things", so it makes sense first of all to take such safety measures that can ensure the correct behavior of employees. The management of Ukrainian enterprises should attach more importance to the development of an industrial safety strategy, the purpose of which is to cultivate in the minds of each employee personal interest in safe work. When undetected safety issues come to the surface in the form of disappointing statistics on injuries, it is too late to correct what happened. To prevent such situations, the company must systematically monitor potential sources of accidents and eliminate them before they lead to irreparable tragedies. All employees of the company are charged with the preparation of safety reports, in which they must analyze the incident. This will allow management to better understand their causes.

Safety Culture assumes:

- clear formulation of safety objectives;
- bringing these goals to all employees of the enterprise and an explanation of their leadership;
- obligatory observance of all requirements and safety regulations by both ordinary employees of the company and managers;
- delineation of responsibilities;
- training of all employees;
- creating an atmosphere of openness and trust that allows you to identify and quickly eliminate deficiencies;
- continuous monitoring by management of the implementation of safety measures and, if necessary, the adoption of corrective measures [2].

Firms that were able to implement safety technology as a corporate culture and achieved impressive results. These are, first of all, companies such as Boeing, Hydro

Agri, General Motors, General Electric, Exxon, Esso, Shell and VNR Steel. During the first year after the start of implementation, they were able to reduce the level of industrial injuries by 30%, and over the next 5 years - by 80%. In addition, the companies listed above believe that the successful implementation of a safety management system helped them improve their performance.

Highly effective safety system:

- reduces material damage;
- has a positive impact on the behavior of workers and on the moral situation in the workplace;
- creates a positive image of the company among clients, contractors, employees of the company, as well as among the media, shareholders, potential and current investors, and improves the investment climate.

These companies operate in markets with dynamic competition, they have a different cost structure and different government regulation in the field of safety. Nevertheless, they accepted the idea of safety as a corporate philosophy and were able to get considerable dividends from it. Their example confirms that:

- the basic principles of safety are applicable in any industry;
- not only professionals, but also company managers are responsible for safety engineering;
- any company can make security a key operating principle and achieve a radical improvement in both safety performance and performance indicators of the company as a whole, provided that such a strategy is consistently implemented by management [1].

Each company has its own organizational style, its own philosophy and principles, its own methods of solving problems and making decisions. But along with differences in organizational approaches, there are management methods that work in virtually any environment. To implement programs for improving safety in Ukraine, an enterprise needs to go through three stages:

Analysis of the situation. An individual system for ensuring occupational safety is being developed for the enterprise and recommendations are formulated, drawn up in the form of a work plan for improving the safety engineering system [2].

Conducting seminars for senior management, safety department specialists, foremen and foremen. Seminars are one of the most important conditions for the successful implementation of the program, as this allows you to put the staff in the loop. Informational vacuum is fraught with resistance to change.

Checking the level of progress made and issuing recommendations to management for further fine-tuning. For the successful implementation of the program, the head of the organization should lead and then monitor the progress of the work, making efforts to strengthen the corporate culture, setting a personal example, strictly following safety precautions and explaining the importance of the changes to employees.

Successful implementation of the program to improve the level of safety engineering depends largely on the ability of the company's management to lead and direct the ongoing organizational changes [2].

So, creating a safety culture is nothing more than managing the human factor. Company management should be encouraged to promote safe behavior. The implementation of safety regulations and environmental protection affect the economic development of the company and its competitiveness in the Ukrainian and world markets.

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