
What Really Matters Most? ...*Defining Your Focus*

Spring is here and with it a feeling of rejuvenation not only in our personal lives but in our business endeavors as well. It's the perfect time to take a fresh look at our business challenges and the risk management we want in place to protect our assets, operations, and human capital. Programs offering advice, initiatives and systems for improvement abound; some are even mandated (i.e. OSHA). However all programs are not created equal.

With so many different safety/risk management "opportunities" and mandates facing us, it is impossible to excel at all of them. Therefore, it makes a lot of sense to systematically identify ***what really matters most***. Always ask the question: "Is this activity going to make us a better operation?" If the answer is "No" or anything short of a resounding "Yes!" rethink how you want to proceed and where your energies should be focused.

First you might identify your most significant risk exposures. A good starting point is to analyze your historical losses. It is important to include all types of losses including workers' comp, general liability, vehicles, and property, etc. Also, be sure to analyze from both a risk severity (loss cost) and a risk frequency (number of incidents) basis. Secondly, give consideration to risk exposures that may be present but, for whatever reason, have never been experienced.

Once you've decided where the focus of your efforts belongs - the one, two, or three things ***that really matter most*** - make it your goal to excel either in the safety process surrounding that activity or excel in the prevention of business risk in that area. The goal then becomes, simply: "To achieve world-class performance at that activity." Develop an action plan and continue to work on achieving this goal until you have become a master of it. The theory being that there is more to gain from excelling at one well defined goal than achieving mediocre performance on many different goals.

Remember that your risk exposure may be a specific type of loss source cause such as slips/trips/falls, driving accidents or other types of physical injury events, or it may be an organizational/cultural risk exposure that requires an increase of supervisor responsibility and accountability.

Where will your focus be this spring? ***What really matters most*** for your organization?

- Preventing accidents on A-frame ladders?
- No fail verification of certificates of insurance from subcontractors?
- Total involvement in safety process by management at all levels?
- A disaster recovery plan in the event of those spring storms?
- Employee cross-training to ensure smooth operations when employees vacation?

These are just a few examples. Once you have mastered your identified area of improvement and it has become a part of your culture, it's time to move on to the ***next thing that really matters most***.

At Scott, we call this process TargetONE. Call if we may be of assistance.