

The Psychology of Decision Making Linking Safe Behaviors to Injury Prevention

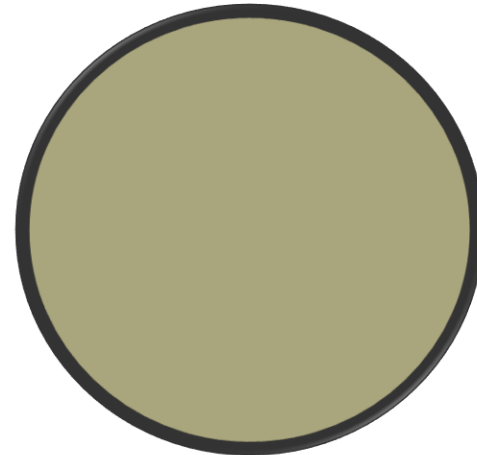
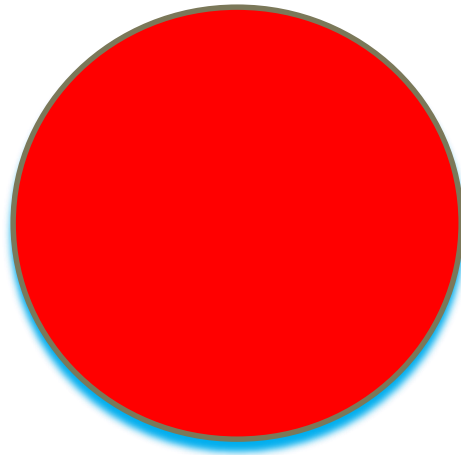
Dr. Daniel Cortes

Safety & Health Manager: Los Angeles Region

Zenith Insurance Company

Which Circle is Larger

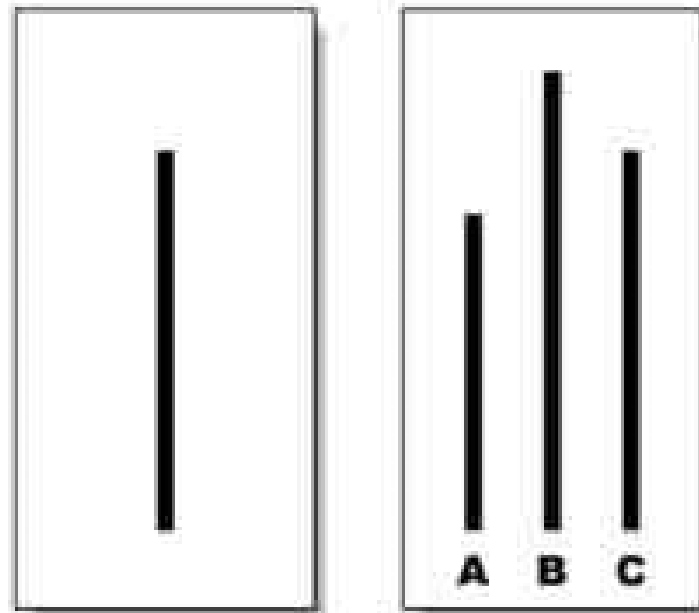
A Study of perception



So Which Circle is Larger???

A Study of Conformity

- They are both the exact same size!
- Did you truly see a difference?
- Did your opinion change?
- Did you feel pressure to conform?
- Who was Solomon Asch?



The Psychology of Decision Making...

- Pick a number from 1 to 5.
- Multiply that number by 9.
- If there are two digits in that number, add the two of them together.
- Subtract 5 from this number.

Continued

- Correspond that number to its position in the alphabet.

(1 is A; 2 is B; 3 is C; 4 is D; etc.)

- Think of the name of a country in Europe that starts with this letter.



Austria



Belgium



Bulgaria



Croatia



Cyprus



Czech Republic



Denmark



Estonia



Finland



France



Germany



Greece



Hungary



Ireland



Italy



Latvia



Lithuania



Luxembourg



Malta



Netherlands



Poland



Portugal



Romania



Slovakia



Slovenia



Spain



Sweden



United Kingdom

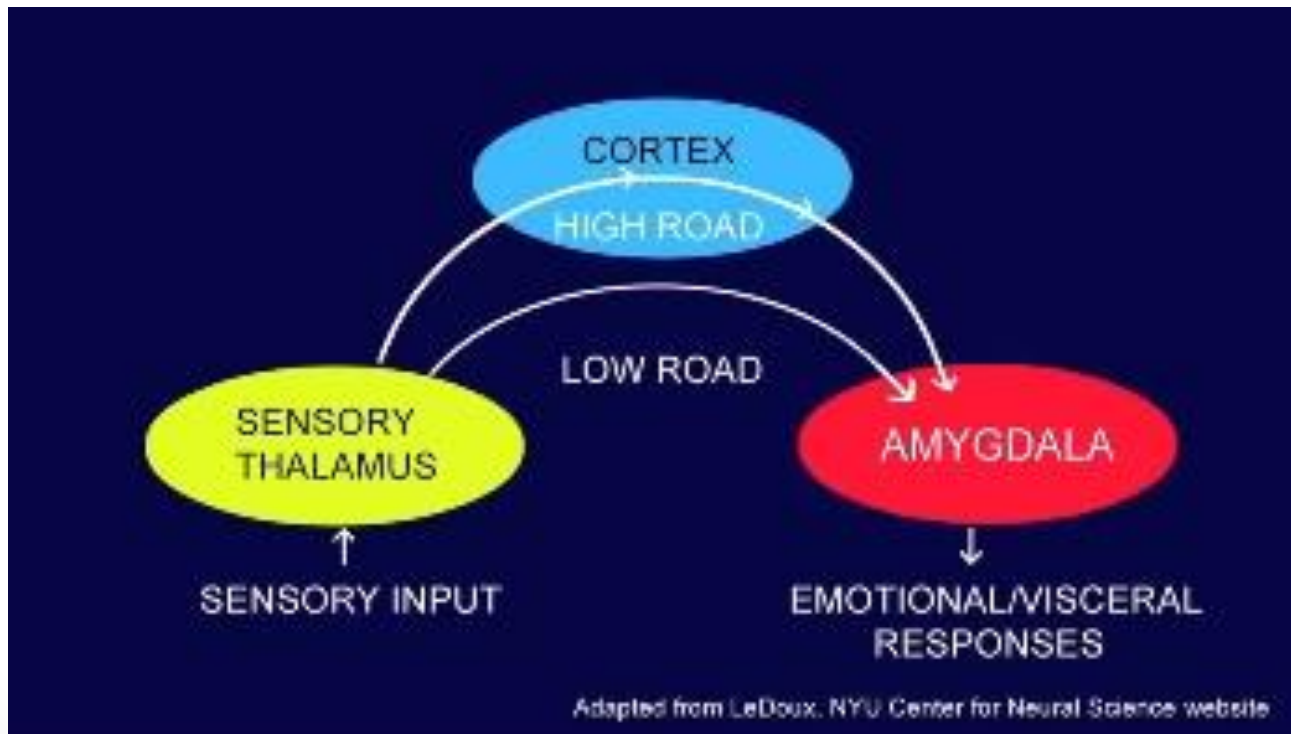
Continued

- Use the last letter of that country's name to choose a land animal.
- Use the last letter of that animal's name to think of a color.

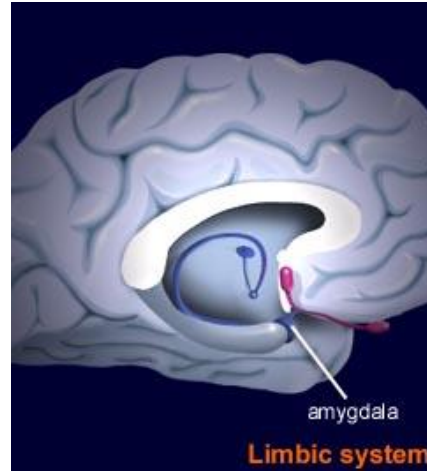


Two thought Systems

- Implicit (Fast/Old)
- Explicit (Slow/New)

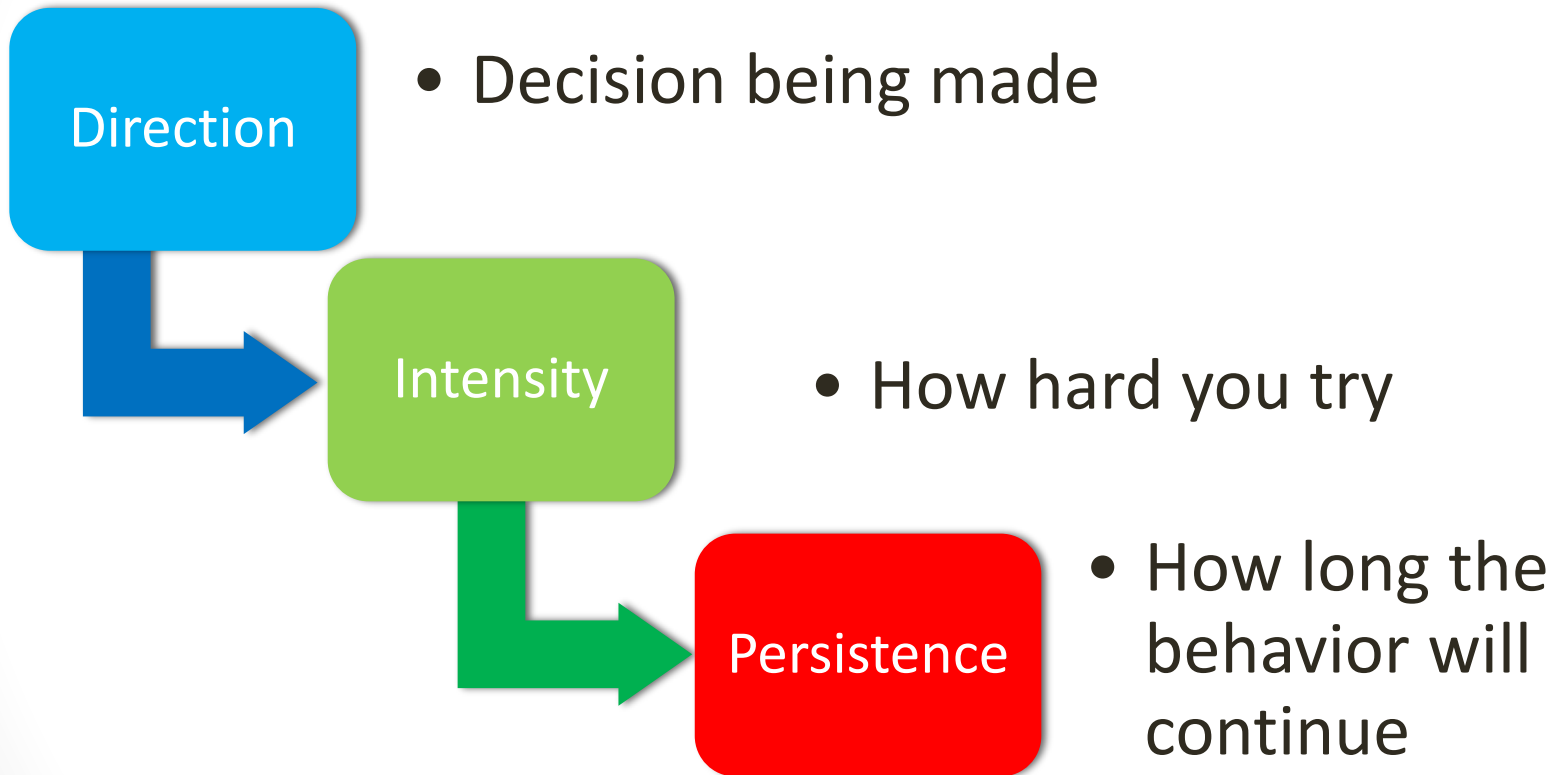


Amygdala High Jacking



- It's principal task is to filter and interpret sophisticated incoming sensory information in the context of our survival and emotional needs.
- In charge of the fight or flight response.

What is motivation?



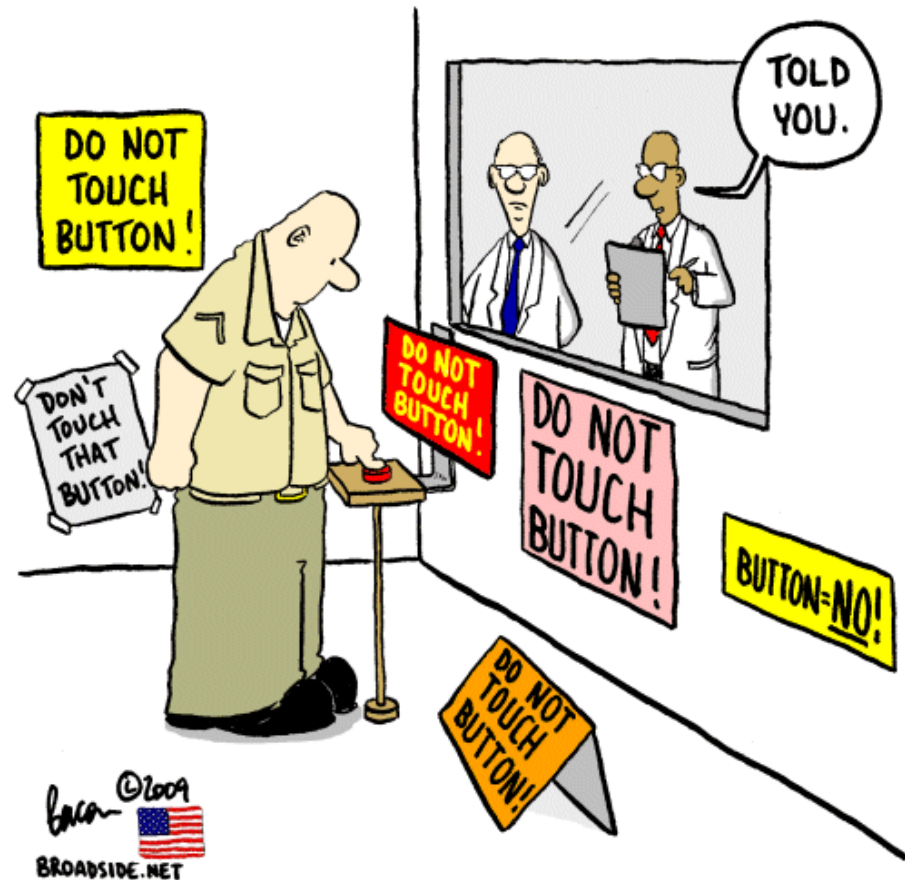
Speed Traps

- Non Compliance
- Compliance
- Commitment



Why Do Employees Take Risks?

- Perception: Conscience Choice
- Habits: Unconscious Choice
- Physical Barriers



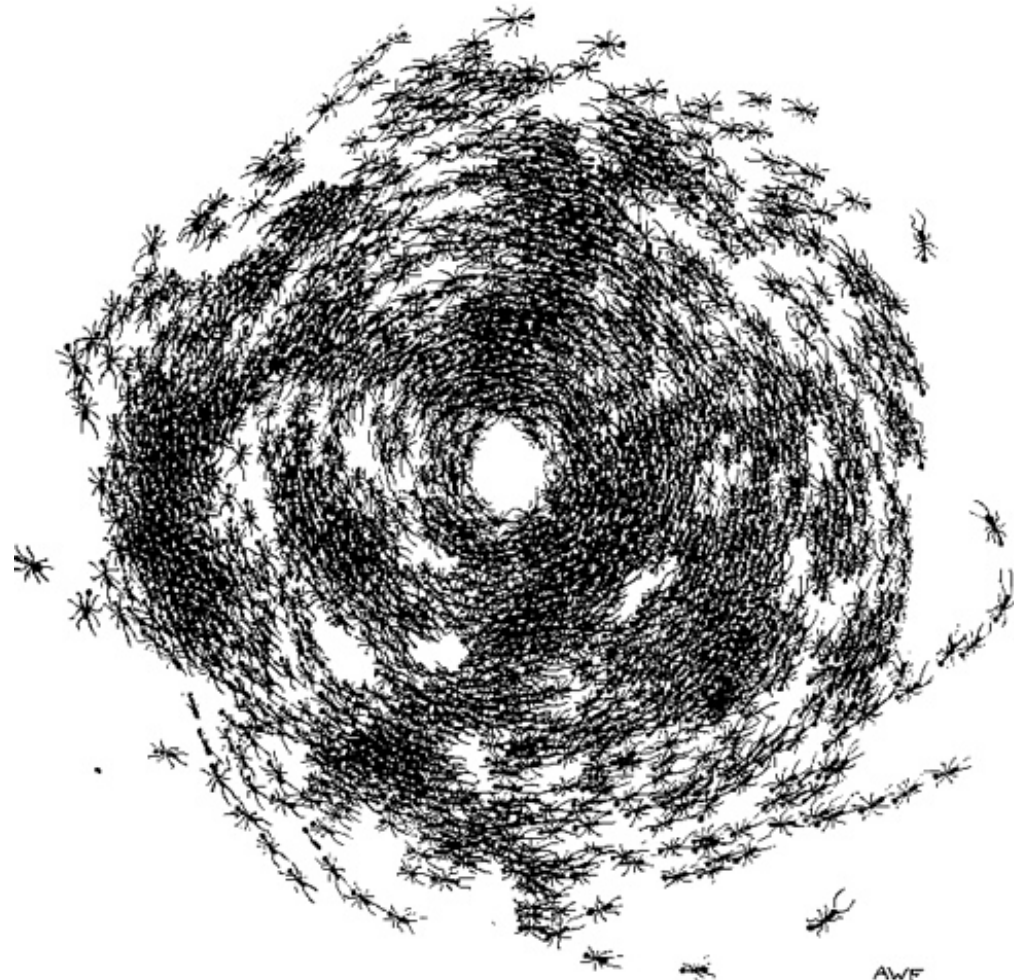
Why Do Employees Take Risks?

- Perceptions: Conscience Choice



Why Do Employees Take Risks? Don't Flip Them the Bird!

- Habits: Unconscious Choice

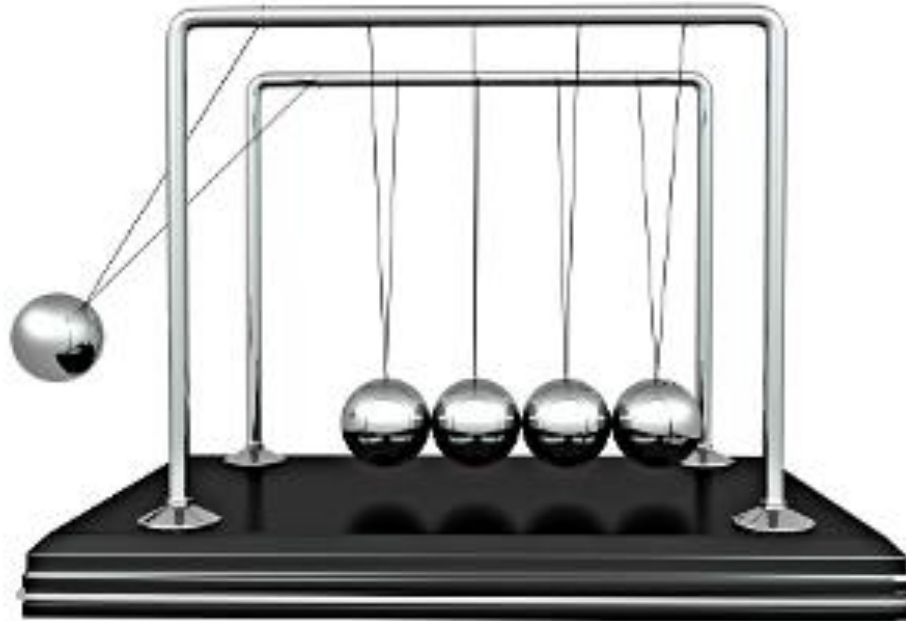


Why Do Employees Take Risks?

- Physical Barriers: Job has to get done...



The Importance of Safety Synergy



Mirror Neurons



The Psychology of Decision Making

-Summary

- ✓ Keep Safety training as realistic as possible in order to encourage safe behaviors during times of stress
- ✓ Know how to motivate your employees
- ✓ Understand where safety resistance is coming from in order to overcome it
 - ✓ Unconscious Choices
 - ✓ Conscience Choices
 - ✓ Physical Barriers to Safety
- ✓ Safety should always be associated as a positive thing
- ✓ Ensure your safety systems compliment production demands and ensure they are not in conflict with them.

Any Questions?

Thank you for your time and Safety Leadership!

- dcortes@thezenith.com
- 818-251-8521