



Does your safety brand seduce or control employees?

What is the brand of safety in your organization, and what value does it represent and provide to those affected by the safety improvement efforts? People place a lot of time, faith, money and resources in brands, if for no other reason than what the brand signals, represents and means to them personally. How well are you leveraging this for your safety improvement efforts?

Think of your favorite vehicle manufacturer, preferred airline, favorite beverage or charity close to your heart. Why are they meaningful to you? Brands create an emotional connection to people, and emotions tend to drive buying and buy-in decisions often more than those based on logic. According to brand-building expert Denise Lee Yohn, "People decide which brands to buy and which ones to stick with based on how they make them feel. That's why brands aren't in the business of selling products; they're in the business of forging close emotional ties with their customers." She also shared, "To create valuable, sustainable customer relationships, great brands don't sell customers on

contracts. They seduce them with connections. Impactful, memorable, emotional connections lead to true brand loyalty." Are your safety efforts creating loyalty?

When we think of employees, management and contractors as customers of the safety program, what percentage of communication, training and education creates the perception people have to obey? What percentage attempts to facilitate an impactful, memorable, emotional connection that leads to an engaged, want-to culture?

Like safety cultures, every company has an existing safety brand. A brand is how people associate with an individual, company, product and service. Companies that recognize this work to influence and harness these associations to improve internal and external business performance. There is concentrated attention placed on improving brand equity, which according to Investopedia is "the value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent. Companies can create brand equity for

their products by making them memorable, easily recognizable and superior in quality and reliability."

The best perceived way to win in safety, in many companies, is to work to embed safety into every production activity. If we integrate safety into the entire fabric of production activities, a value of safety is created, and we end up with safe production rather than safety versus production trade-off decisions being made. While this belief is initially rewarding, you can go too far. If the effort results in disengaging the very people whose engagement is necessary for advancement because they don't see the value, the culture suffers, and any improvement that results is rarely sustainable.

What does your safety brand mean to others? What is the big idea it represents, and what is its personality? How well known, memorable and popular is it? How does the brand speak for itself through interactions with and between the customers of safety? How does this create reliable behaviors?

Companies seeking increases in

employee loyalty, productivity, retention, satisfaction and engagement realize these are not areas to control; these areas should be influenced. Because like beliefs, behaviors, decisions and storytelling, these areas are all byproducts of the perceived brand of safety and the past and current safety improvement strategy. This requires a different approach to overcoming the competition of production versus safety. Marketing is needed, and the brand of safety must be managed.

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INSIDE INDUSTRY

Pursuing innovation in pipeline pigging

While buildup of foreign materials in a pipeline can cause a reduction in flow, it can also cause a rise in energy consumption due to high pressures. It can even plug the pipeline. In the worst case, it can cause cracks or flaws in the line with disastrous consequences like spills and their many associated dangers.

The In-line Inspection tool combines the advantages of "free swimming" and cable-operated inspection systems.

From the construction phase until abandonment, all pipelines require pigging at certain moments. Pigging experts are specialists in selecting the best pig for the job. They choose only the highest-quality pigs from suppliers. However, for more challenging, critical jobs, they build their own pigs to the required

specifications in order to guarantee the best possible service.

ILI tool

One such example of this is building a specific tool for pipeline pigging. For the past few decades, pipeline operators have invested in launchers, receivers and numerous related appendages to make pipelines piggable and regular inspections possible. To supply this market with a competitive, ultrasonic inspection tool, a new addition to the Piglet[®] family has been developed: the In-line Inspection (ILI) tool. This new ILI tool provides a flexible platform that enables inspection of these lines online and while immersed in liquid.

The tool is propelled through the line by the liquid. Due to its enhanced velocity, ILI allows more options for using batches in gas pipelines. The tool combines the advantages of "free swimming" and cable-operated inspection systems. As a result, it has eliminated the disadvantages of both. Furthermore, the sys-

tem is suitable for passing small radius bends and multiple diameters. It can also be bidirectional.

The measurement technique used is ultrasonic. This Piglet tool is equipped with a measuring device that uses ultrasound waves for measuring the wall thickness and inner radius of the pipe.

The ILI-Piglet system has the ability to:

- Inspect pipeline lengths up to 40 kilometers in one run.
- Negotiate an unlimited number of bends.
- Travel in two directions (bidirectional).
- Inspect multiple diameters in one run.
- Store data onboard as well as provide all ultrasonic measurements online.
- Save raw ultrasonic data for detailed post-processing analysis.

Data analysis and final report

Using an in-house developed inspection tool, in combination with highly qualified personnel and the most sophis-

ticated software, the final report is the deliverable component of a pipeline inspection. The purpose of a data analysis and final report is to accurately inform pipeline owners and operators of their assets' conditions. A final reporting service is based on an intelligent data analysis system controlled by highly trained data analysts. When it comes to reporting, quality and accuracy are essential. All work performed by data analysts is reviewed and verified by an additional level 2 or level 3 data analyst. In addition, all final reports are independently reviewed and verified by a level 3 data analyst.

During data analysis and final reporting, it is essential to carry out a defect assessment as standard and offer fitness-for-purpose reporting if required. Other significant offerings include, but are not limited to, an immediate notification policy and a corrosion growth rate analysis.

For more information, visit www.a-hak-is.com or call (281) 484-2000. ●

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