



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

Tackling Today's Safety Challenges

Advisory Group – June 2025

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What to Expect Today

- Background
- Pulse Check Survey Results
- Understanding Today's Safety Challenges
- Breakout Discussions
- Call to Action
- Thank You and Updates



Why Today's Session?

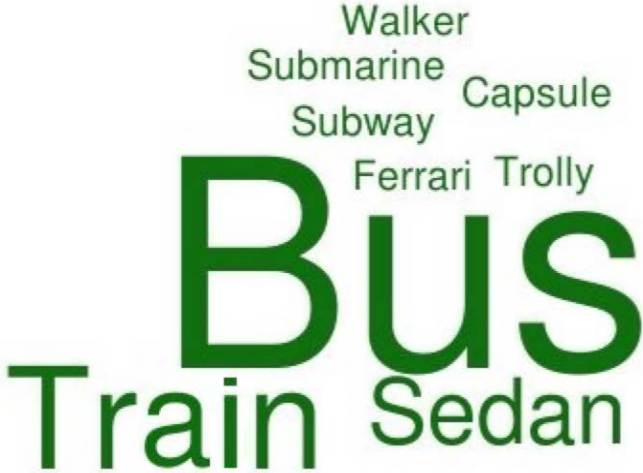
Amplifying the Voice of EHS Professionals

- What is Foresight?
- Why does ASSP use Foresight and Trend Analysis?
- How will ASSP use the results of Advisory Group?

Understanding Trends Impacting EHS Professionals

- How do trends impact me as a professional
- How do they impact ASSP and what I need to be a successful EHS professional?

Visualize ASSP as a mode of transportation today



Visualize a “dream” ASSP 10 years from now

Starship
Muscle Car
Flying Car
Bullet Train
Helicopter
Speed Boat

Efficiency
Reliable
Accessible
Flexible
Adaptable Connected
Speed



Pre-Pulse Survey

Scan this QR code to view the Advisory Group's responses:



If you have yet to take the survey, scan the QR code here:





Safety, health and well-being are inherent rights of every worker

- Safety isn't a mindset that should be turned on and off.
- Safety is a 24/7 strategy.
- Every person deserves to lead a safe, healthy and fulfilling life.



Definition

- Safety (noun): the condition of being safe from undergoing or causing hurt, injury or loss.
- Safety (verb): to protect against failure, breakage or incident.

In one word, what does safety mean to you?



**Respond in the chat:
In one word, what does safety
mean to you?**





What We Know Today

In 2023,

- A worker died every 99 minutes in the U.S.
- Private industry reported 2.6 million workplace injuries and illnesses .

Framing



EHS
PROFESSIONALS



ORGANIZATIONS



WORKERS

Tackling Today's Safety Challenges



Shifting Labor Market

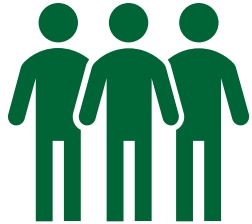


Aligning With Business Strategy



Leadership and Culture

Shifting Labor Market



**Workforce Instability
and Retention**



**Developing Leaders for
Today and Tomorrow**



**Mental Health and
Psychological Safety**



What You Can Do

- Provide continuous and adaptable safety training.
- Start safety conversations on day one.
- Collaborate with HR to improve onboarding and mentorship.
- Develop leadership-specific safety training.
- Create a safety toolkit for new leaders.
- Pair new supervisors with experienced mentors.

Aligning Safety With Business Strategy



**Leadership
Commitment and
Decision-Making**



**Risk Management:
Connecting Safety to the
Bottom Line**



**Going Beyond
Compliance**



What You Can Do

- Make safety a core leadership metric.
- Involve senior leaders in safety programs.
- Recognize leaders who actively champion safety.
- Strengthen safety training to reduce liability
- Regularly review risk profiles and adjust strategies.
- Implement AI-driven predictive analytics to enable early risk detection and mitigation.
- Shift from punitive safety measures to learning-based approaches.
- Engage with industry groups to stay ahead of changes.
- Develop a forward-thinking safety strategy.

Safety Leadership and Culture



**Moving From
Compliance to
Influence**



**Safety as a Competitive
Advantage**



Employee Engagement

What You Can Do

- Use data for proactive decision-making.
- Use technology to enhance safety.
- Adopt a learning-based approach to incidents.
- Integrate safety into business strategy.
- Showcase safety achievements externally.
- Leverage data to demonstrate ROI.
- Empower employees to lead safety initiatives.
- Make safety communication two-way.
- Recognize and reward engagement.

Breakout Room Questions

1. What trend is having the greatest impact on your workplace today—workforce instability, mental health, or technology integration—and how is it reshaping your role as an EHS leader?
2. Where do you see the biggest gap between what's needed and what's currently being done in safety leadership or business alignment—and how might ASSP help close that gap?
3. Looking ahead 3–5 years, what capabilities or supports will EHS professionals need to stay influential and effective in increasingly complex, tech-enabled work environments?

Now Is the Time to Act



**Align Safety with
Business Priorities**



**Empower EHS
professionals**



**Leverage Technology &
Support the Workforce**

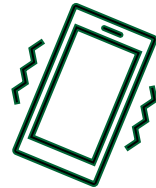


Learn More

Scan the QR code for the full report and tools to help you tackle today's safety challenges.



Let's Connect!



Jennifer McNelly, CAE
Chief Executive Officer
American Society of Safety Professionals

THANK
YOU

Wrap Up

- Member at Large recruitment for the 2025 – 26 program year is happening now.
- Advisory Group webpage
- Don't forget to share!

