

Governing Energy

Safety, Safety, Safety

Volume 1 Number 18—October 17, 2012

The oft spoken Realtor cliché, *location, location, location* is used as a slogan and metric for the value of any given real (estate) property. Moreover, as the United States is at the peak of the political “silly” season with the Presidential election just days away, politicians and their surrogates are repeating their talking points—over and over and over.

While seemingly silly and even trite these days, slogans and tag lines continue to work. Catchy sayings and repeated stances stick in our conscious. Even today, some 70 years later who among has not heard the World War II slogan, “loose lips sink ships?”ⁱ

Advertisers and politicians know that repeatedly saying something (even if it stretches belief--propagandaⁱⁱ) is an effective way to “cement” the message in the intended audience. When listeners believe what they hear and internalize its thought, dislodging that position can prove difficult.

Marketing people talk about “mind share” or that informal measure of the level of casual discussion about an idea, product, celebrity, or other media enabled exposure.ⁱⁱⁱ Colloquially, the “hot top!” Admittedly, some subjects have legs or the sustained level of interest while others can be fleeting.

In the previous edition, we discussed the organization’s Culture of Safety and its paramount importance. In the current environment, safety certainly has substantial mind share. The challenge is to insure that 3, 5 or even 70 or more years later it still does—the embodiment of the organization’s culture!

As boring as political talking points can be and as sick of hearing them we are late in an election cycle, they do assure that all party spokespeople are on the same page. This tried and true method for teaching the electorate about the party’s perspective works and sometimes works very well.

Employees and suppliers are the electorate. The behavioral science applied to advertising and political campaigns works and it can function to assure the firm’s sustainable Culture of Safety.

How does your organization keep SAFETY top of mind?

About the Author

Dr. [Scott M. Shemwell](#) has over 30 years technical and executive management experience primarily in the energy sector. He is the author of two books and has written extensively about the field of operations management. Shemwell is also the CEO of Knowledge Ops, Inc.; a firm that focuses on providing its customers with solutions enabling operations excellence and regulatory compliance management.

End Notes

ⁱ <http://www.eyewitnesstohistory.com/Islips.htm>

ⁱⁱ <http://mason.gmu.edu/~amcdonal/Propaganda%20Techniques.html>

ⁱⁱⁱ <http://www.businessdictionary.com/definition/mindshare.html>