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.
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.
<table>
<thead>
<tr>
<th>Country</th>
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<tbody>
<tr>
<td>Austria</td>
<td>Belgium</td>
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<td>Slovenia</td>
<td>Spain</td>
<td>Sweden</td>
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<td>United Kingdom</td>
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</table>
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.
Count the ducks

Now Count the bunnies
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?

- Decision being made
- How hard you try
- How long the behavior will continue
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!

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