

Program Sheet VISUAL LITERACY AND SAFETY LEADERSHIP



Leaders Role in Understanding Visual Literacy



This module helps leaders learn new skills and address visual gaps –offering a powerful way to help engage their staff, communicate more effectively, and develop sensitivity and humility in how they think about operational realities in safety.

‘Seeing Through the Eyes of the worker’

It is well understood that leadership plays a pivotal role in the efficacy of your safety program. While leaders may not be at the ‘front line’ of safety, they must have an ability to ‘see safety’ - to understand how visual bias impacts safety programs and how those biases influence not only their operating staff, but also themselves.

Visual Literacy brings a unique new added dimension to your safety program, building on and enhancing several critical elements. Across Hazard Identification, Incident Investigation, Safety Observation, Audits and Dynamic Risk Assessment Visual Literacy addresses performance gaps, builds new skills and helps improve team and program performance.

“WE DON'T SEE THINGS AS THEY ARE, WE SEE THINGS AS WE ARE.”

—ANAÏS NIN

Visual Literacy Benefits



Improve
Communication



Improve
Visual
Effectiveness



Reduce
Potential
Incident



Improve
Employee
Engagement

Program Overview

In this module, leaders will learn how Visual Literacy gaps can impact their own safety performance in key activities such as: incident investigation; prioritization, planning and execution of corrective actions; safety observations and how they look at and assess safety data.

Participants will:

- Gain a personal sense of why Visual Literacy is important
- Understand Visual Literacy tools, methodology and skills
- Learn a process for ‘*seeing through the eyes of the worker*’
- Gain an understanding of how Visual Literacy keeps us safe 24/7
- Learn how Visual Literacy improves employee engagement
- Understand how to apply Visual Literacy within all aspects of your safety program

See How Visual Literacy Can Work For You

Find out more about this leading-edge and innovative approach to a fundamental safety problem. Contact our team, schedule an overview, or read more at:

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About COVE: Center of Visual Expertise, from the Toledo Museum of Art

COVE has developed a rigorous approach to helping people at Seeing the Whole PICTURE®. This methodology comes from years of study and teaching in the world of art. While the connection between the art world and industry may not be immediately obvious, we have developed a deep understanding of the application of Visual Literacy to safety through our partnership with the Campbell Institute at the National Safety Council and our industry partners, including Owens Corning, Cummins, United Rentals, DTE, and others.