

White Paper

Streamlining Operations and Boosting Efficiency: A Guide to Winning Management Approval for Your EHS Software Solution

Includes ROI Calculator

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Getting Management Approval For Your Software Solution

Technology has integrated itself into almost every aspect of our personal and professional lives. It has made us more efficient, safer, and better connected to the world.

Workplace environment, health, safety, and sustainability are no different, with modern EHS management software solving many of the traditional pain points that safety professionals have felt for decades.

The world's highest-performing organizations recognized the benefits a long time ago and have leveraged EHS software ever since to help reduce accidents, eliminate risk, minimize liability, and save a significant amount of money.

However, even though the benefits of EHS software are well established, many organizations are still managing something so critical as workplace safety and compliance with outdated methods and systems.

This outdated way of managing EHS leaves enormous gaps that can devastate an organization's compliance and safety, resulting in workplace injuries, fines, and other adverse effects.

Unfortunately, while safety is a top priority for many companies, it isn't a priority for all. The fact that many safety and health departments are small, understaffed, and underfunded is proof of this sad reality.

This white paper will guide you through different strategies you can use to enlighten managers and those who can allocate funds to safety on why investing in EHS management software isn't just good for people; it's also an intelligent business decision.

The 5 Steps Towards Management Approval

Safety professionals need all the help they can get to convince management to allocate the budget necessary to invest in safety innovations and continue pushing workplace safety forward.

Here are the 5 steps they need to take to achieve that goal:



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#1 Become a Salesperson

One of the biggest mistakes that safety professionals or anyone managing EHS make when speaking about safety is framing it within their own needs and objectives.

For example, safety professionals spend their days eliminating hazards and looking for ways to reduce workplace accidents and non-compliance. As a result, they often speak about safety in terms of accident and injury rates and other statistics and figures.

While management should and often does care about these things, you're not putting safety in terms that speak to a manager's core priority which is to run a profitable business. Their days often revolve around money, how to get more business, increase productivity and efficiency, and boost profitability.

While it's easy for a safety professional to see how EHS and money interconnect and how safety affects many aspects of a business, sometimes you need to reframe it and put it into terms they understand.

A good salesperson doesn't speak to a potential customer about why they need the sale; they talk about how the product or service will solve the customer's problems and help them achieve their goals.

That's why safety professionals need to shift how they view themselves and their organizational role. They are not just there to identify hazards, eliminate risk, and maintain regulatory compliance but also to be a safety salesperson who constantly sells the value of safety to all staff members.

There are many reasons a person should want to invest their time and resources into safety. To sell the value of safety to a worker in the field or an executive in a boardroom, you first need to identify the priorities and the needs of the person they're speaking to.

Some view safety from an emotional standpoint; they think about all the pain and suffering that often accompanies workplace accidents or fatalities. For example, for field-level employees, a workplace injury could affect their personal life and their ability to provide for their families.

However, the angle that often resonates with management is how workplace accidents and regulatory non-compliance hit their bottom line. Therefore, safety professionals that want to convince management to invest in EHS software solutions need to shift their approach from statistics, moral obligations, and sad stories to the dollars and cents of safety.

#2 Show Them The Money

Workplace injuries, accidents, and regulatory non-compliance are costly, and one serious injury can turn a once profitable business into one struggling to survive.

Here are some of the direct and indirect costs to point out during your next conversation with management:

Medical bills: Health care costs in the United States are notoriously expensive. For example, an employee seriously injured on the job will likely need immediate emergency care, specialists, and ongoing care for months or years. Those medical bills add up quickly; even if your organization has insurance, you'll still need to pay the deductible. Also, like any insurance, you'll want to look closely at your policy to see what it covers, as you may need to pay out of pocket for certain things.

Lawsuits: Unfortunately, there is an entire industry focused around suing companies on behalf of employees injured while on the job. The reality is that after a severe workplace accident, a lawsuit is likely to follow. Even if you are successful in your defense, it will suck away valuable time and resources.

Insurance premiums: Insurance companies make money by finding clients that pay their bills on time and don't make claims. However, companies that have accidents use their insurance more often than those that don't. As a result, insuring them is riskier, and insurers raise their premiums and deductibles to accommodate that extra level of risk. So now your company is paying more for the same level of insurance, increasing your operating expenses and placing you at a competitive disadvantage.

Reputation: For a company, reputation is everything, especially if you are bidding on projects. Many organizations will look at injury rates during the bidding process when prequalifying potential subcontractors. If you have a higher-than-average injury rate for your industry, that may be enough for you to lose out on that next lucrative contract.

Regulatory fines: A severe workplace accident or higher than average injury rates set off alarm bells with the Occupational Health and Safety Administration. This unwanted attention means that you will likely receive a visit from an OSHA inspector who will go through your records and work area with a fine tooth comb looking for non-compliance. Depending on the severity of their findings, your organization could receive tens or hundreds of thousands of dollars in fines if they find something.

These are just a few direct and indirect costs associated with workplace injuries and non-compliance. By describing how each impacts management business and personal goals, you frame safety in a way that resonates and speaks to their priorities.

#3 Show Them The Risks

Often managers spend their days trapped in their offices, sifting through mountains of paperwork or stuck in never-ending meetings. Unfortunately, this aspect of the job leaves some disconnected from the reality of current workplace safety and compliance risks.

This disconnect is especially true if your organization is lucky enough not to have recently had a significant accident or injury. It is also why some managers might disregard the costs mentioned above as something other companies should concern themselves with, but not them. After all, people don't get hurt at their company.

Managers need to understand why your organization, in particular, needs to invest in safety. That's why showing the costs associated with workplace injuries and non-compliance isn't enough; you also have to show them the risks currently confronting their business. To do that, you need solid data to back up your case, which requires some initial groundwork.

Inspections and audits are among the best ways to identify and document your facility's current hazards and risks. Collecting workplace hazards and near-miss events will give you the ammunition necessary to prove to management that risks exist and it's just a matter of time before they turn into workplace accidents.



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#4 Show Them How EHS Software Can Help

Now that you've shown management the cost of workplace accidents and the current risk areas for the company, it's time to explain how EHS management software can help. But first, you need to evaluate your company's current EHS management program to identify its strengths and weaknesses.

Unfortunately, many companies have homemade, outdated systems managing compliance calendars, audits, inspections, and incident management. These legacy systems mean crucial information is sitting around on paper, in file cabinets, or in an email calendar instead of in a secure, digital, centralized location.

Managing crucial components of EHS in this manner creates additional risk for companies and extra administrative work for already understaffed and overworked safety departments. With EHS management software, all the different aspects of EHS management are now digitized and centralized, bringing significant benefits.

Here are just a few:

Better data: Employees can instantly access and fill digital accident or near-miss reports, meaning crucial information is immediately accessible to key stakeholders. In addition, digital forms help eliminate third-party data entry errors, which can affect the accuracy of safety data.

Better safety coverage: Less paperwork and data entry means safety professionals spend less time in an office doing administrative work and more time in the field, preventing accidents.

Insight into data: Software can analyze a company's safety data from across the organization and identify trends, providing companies with a better understanding of where the risks genuinely lie. Knowing where the next accident may occur means businesses can make proactive decisions that prevent future accidents.

Regulatory reporting: Digging through paperwork, spreadsheets, and folders to find the information you need for regulatory reporting is inefficient, but more importantly, it creates the possibility of errors. Making a reporting error is a great way to get unwanted attention from regulators, who then may want to come and take a look around. EHS management software means that the vital information needed for reporting is clean and accessible, meaning companies can feel confident in the data they report.

EHS software streamlines many aspects of EHS management, making the process more efficient and effective. However, while it's easy to see the benefits of EHS management software, following this final step is crucial to getting the budget necessary.

#5 Pick The Right Software

Convincing management of the need for software is only part of the battle; you must also pick that software wisely if you want to close the deal. That's because software that doesn't solve the issues you've presented, meets management and business goals or creates additional headaches is a great way to lose whatever progress you've made up to this point.

Price is always important, but people often overlook the disruption and challenges implementing new software can create. This is a significant hurdle for many managers, as they would love to solve existing issues, but they don't want to make new problems for themselves in the process.

That's why looking for EHS management software that can integrate seamlessly into your existing platform infrastructure is crucial. For example, if your organization uses ServiceNow, software built on the same platform can drastically reduce implementation time and cost compared to traditional EHS management platforms.

That cost and time savings are because the organization's IT and Security teams already trust the platform, admins and developers are already in-house, core integrations are already in place, and users are already familiar with the user interface.

After you have solved the critical issue of eliminating pain points from implementing new software, you need to start looking for a few key features. Here are six of the top features to look for when choosing software:

- **User-friendly interface:** EHS software should be easy to navigate and use so that employees can quickly access the information they need.
- **Customizable reporting:** The software should allow you to create and customize reports to suit your specific needs.
- **Integration with other systems:** It's important that the EHS software you choose can seamlessly integrate with other systems your organization uses, such as IT, HR, or CRM.
- **Mobile accessibility:** With the increasing use of mobile devices in the workplace, it's important that your EHS software can be accessed from a range of devices, including smartphones and tablets.
- **Compliance tracking:** The software should be able to track and monitor compliance with relevant regulations and standards.
- **Training and support:** Good training resources and customer support can be crucial for ensuring that your organization gets the most out of its EHS software.

Serenity Can Help

EHS isn't just about saving lives and preventing injuries; it's also an integral part of a business that can improve efficiency, productivity, and profitability. However, convincing leadership to invest in EHS management software can be challenging, but it's ultimately necessary for companies that want to continue to improve their organization's safety and compliance.

Serenity helps companies achieve operational excellence with solutions that optimize processes, maximize efficiency, and improve data visibility. Our software is natively built on ServiceNow, enabling companies to integrate operational workflows into their business on a trusted platform.



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ROI Calculator

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The Serenity ROI calculator is a tool that helps you determine the potential cost savings and return on investment of implementing EHS software at your US-based locations. Simply fill out the highlighted cells to receive an estimate of efficiency savings, injury recordable avoidance savings, and a 3-year ROI summary.

Step 1: Fill in average salary of EHS staff, the percentage of time this staff spends on administrative activities, and the total number of EHS staff. We conservatively estimate admin efficiency at 20% but this number can be increased significantly as you refine your business case.

1. Efficiency Savings	
Total Work Hours Per Year	2080
Annual Salary EHS Staff	\$ 90,000
Hourly Cost of EHS Employee	\$ 43
% Administrative Work EHS Staff Performs Annually	50%
Total Number of EHS Staff	20
Total Cost of EHS Hours Worked	\$ 1,800,000
Cost of Admin on EHS	\$ 900,000
Estimate Admin Efficiency Gain	20%
Estimated Efficiency Savings	\$ 180,000.00

Step 2: Fill in the total number of OSHA recordables your company experiences per year. We conservatively estimate you can avoid 5% of these recordables by implementing EHS Management Software. This number can be increased significantly as you refine your business case.

2. Injury Recordable Avoidance Savings	
Total Number of OSHA Recordables	8
Average Cost of OSHA Recordable	\$ 41,000
Total Average Cost of OSHA Recordables	\$ 328,000
Estimate OSHA Recordables Avoidance %	5%
OSHA Reduction Count	0.4
Estimated Injury Recordable Cost Avoidance	\$ 16,400.00

We estimate annual savings based on efficiency gains and injury recordable avoidance to be... **\$ 196,400.00**

We estimate 3 year savings based on efficiency gains and injury recordable avoidance to be... **\$ 491,000.00**

