



**MICHELS®**

## “Mi-Promise” Campaign and “My VIP & Me”

Making Safety Personal through Children’s Activity Book, Safety Celebration Events, and Promises to Work Safe

# “Mi-Promise” Campaign & Video

- Michels’ employees’ multi-faceted response to the promises requested of them by their loves ones in the original “Promise Me” campaign
  - “Promise Me” campaign was the Runner-Up of the 2015 IPLOCA Health & Safety Award
- Michels employees were featured in the touching and very personal “Mi-Promise” video
- Team members promise to “stay safe” through simple actions such as: wearing their PPE and seatbelts, using a spotter, and stopping to ask question when they’re unsure
- Michels employees share their personal reason why they are making their promises
  - Unscripted, heartfelt, and relatable to all who watch
  - True representatives of the values and culture found at Michels

“I promise to wear my steel-toe boots – that way when I get married I can walk down the aisle with my beautiful bride.”



# “Mi-Promise” Campaign

## “Mi-Promise” and Stop Work Promise Logos and Challenge Coins

- A challenge coin is symbolic of comradery amongst a group of people with a common purpose or goal
- By holding the coin, Michels team members are challenged to represent and uphold Michels culture of safety excellence
- Challenge coins can be presented if someone is in a hazardous situation, performing potentially-unsafe work, or as recognition for outstanding safe service or performance of duty.



Stop Work Authority → Stop Work Promise

**Job Safety Analysis**

Before beginning any work activity and before starting a new task or unusual circumstance:

**ASSESS** the risk! What could go wrong? What are the hazards?

**ANALYZE** how to reduce the risk! Do I have all the training, knowledge, tools, and PPE to work safely?

**ACT** to ensure safe operations! Take all necessary actions to ensure the job is done safely. Ask questions or for help if needed.

**DON'T START WORK UNTIL EVERYTHING IS SAFE!**

**Stop Work Promise**

Make a **PROMISE AND COMMITMENT** to yourself and others to refuse work you feel is unsafe, or work you feel you are not qualified to perform. Promises are made without fear of disciplinary action or other repercussions.

**PROMISE TO SPEAK UP!**

Lead Safely. Others Will Follow.

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- Replacing “Authority” with “Promise” changes the message from superiority to one of guidance, friendship, mutual responsibility, commitment and protection
- Elevates the responsibility of employees to exercise their right to stop potentially unsafe work or to refrain from performing a task for which they are not qualified

# “My VIP & Me” Activity Book and Safety Celebrations

Children’s Activity Book authored, designed, and created by and for Michels employees (the “VIP”) and the children in their lives.

Michels incorporated “Mi-Promise” into the book in ways children could relate to:

- A page to glue or draw a picture of the child and their very own VIPs (mom, dad, brother, sister, etc.)
- A cartoon construction worker to label with the different PPE that helps keep their VIPs safe

The “My VIP & Me” Activity Book served as the basis of twelve (12) Safety Celebrations in 5 ½ weeks across North America

- Michels provided a platform for families to gather and talk about the book together, share a meal and activities, and make a “promise” to each other
- To demonstrate Michels full commitment to the “Mi-Promise” message, **attendance of each employee was mandatory and paid in full for their work time**
- Members of the Michels Family and one or two Michels Senior Executive(s) interacted/engaged with and spoke to the attendees.



# Success of the “Mi-Promise” Campaign and Safety Celebrations

Twelve (12) Safety Celebration events including Mainline Pipeline job sites and 2 facilities

4800+ total attendees in a 5 ½ week time frame (3,000 employees, 1,835 family members)

Social media interaction using the #MiPromises hashtag: Over 209,400 viewed posts

Of the attendees that responded to a survey following the events:

- 84-88% of employees and/or their families said the message caused them to think more about their personal safety and the importance of speaking up
- 73% of employees responded that they had additional conversations with their family member/guest about safety following the event

• While in a 55% growth mode, our safety performance improved significantly! Since the implementation of the Mi-Promise Campaign, Michels:

- Reduced our TRIR by 38.5%
- Reduced our LTIR by 38.5%
- Increased leading indicators while our lagging indicators trended downward

