Workshop 4.
Rethinking and Refinement of Risk Assessment: Future Trends

Dr. Natalie Lotzmann
Vice President Human Resources, Chief Medical Officer, Head of Health & Well-Being, SAP SE
Purpose of Health & Safety Risk Assessments

VISION

Happy and healthy workplaces

STRATEGY

Deliver data on evidence
“Now more than ever it’s critical to foster a happy, healthy company.”

Bill McDermott, CEO SAP
The Starting Point
➢ Job shift within economic sectors
   80% of jobs outside of production

➢ Shift of physical health hazards towards mental burden
   Also *within* 20% production workforce!
➢ Critical competitive advantage: People
  → Engagement triggered by experience
  → Health & Safety → Well-Being & Happiness

➢ Shift from assessment of working conditions to surveys on perception, motivation & needs
Most large and mid sized companies conduct surveys*

- 96% of Fortune 500 companies
  - 76% once a year or more frequent
  - 86% conduct digitally
- 65% of midsize companies

Trends in Digital Transformation III

Source: Burke Inc. Research 2018:
Jaci Jarrett Masztal, Ph.D., Diane M. Salamon, Gabriela Pashturro, Psy.D. & Lisa Steelman, Ph.D.

Primary Focus or Objectives of Employee Surveys

Best Practice Companies

- Improve Satisfaction/Commitment/Engagement: 88%
- Monitor Trends: 71%
- Drive Improvement Initiatives: 53%
- Other: 12%
The Challenge
Digitalization makes surveys
- Easy to set up
- Easy to analyse

Dramatic increase of surveys
- E.g. >2000 surveys a year at SAP
Shift in Workforce towards Digital Natives
Gen Y & Z majority of workforce
- 50% by 2020
- 70% by 2030

Are used to vote, want to give feedback!
- But:
  - Survey overflow, hard to attract
  - Short attention span
  - Simplicity is a must
More data-more insight??
Challenge III: Relevance

➢ **V** in VUCA:
  ➢ Reality overtakes survey results
  ➢ Data outdated by publishing
More insight - More targeted execution??
How?
It’s about people. What matters is their experience!

In all fields of work.
Conclusion I

Simple
Relevant
Actionable
The journey to simplicity

One Question → Many Answers

Many Questions → Few Answers

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VS

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What if…
You could ask
*ONE* Question only?
What would it be?
The Way Forward
Recap: Purpose of Health & Safety

VISION

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People´s Needs

- Good Relationships
- Appreciation, Recognition
- Team Spirit, Sense of Belonging
- Supportive Leadership
- Trust, Empowerment
- Fairness
- Perspective
- Life Balance
- Purpose, Pride to Contribute
- Supporting Technology

Company Offers

- Health & Well-Being
  - Flex Location
  - Flex Time
  - Carrier Paths
  - Transparency & Communication
  - Diversity & Inclusion
  - EQ & Softskill Training
  - Resilience, Mindfulness & Relaxation
  - Sports & Fitness
  - Check Ups
  - Working Conditions & Ergonomics

Owners

- Managing Director
- Human Ressources
- People Development
- Corp. Communication
- Health Management
- Occupational Med & Psych
- Company Sports & Fitness
- Facility Management
- Occupational Safety
- IT

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The Future

- **Customer Focus**
- **Education → Listening**
- **Boosting experience**
- **Integration & Simplification**
Example: Integrated Reporting in Health Management System

[Diagram showing Organizational and Individual Health Maturity with indicators like Healthy Leadership, Run & Monitor, Organizational Commitment, and more.]

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Example: SAP Work-Life

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One ongoing Question: “How are you today?”
Thank You.

Contact:

Dr. Natalie Lotzmann
Global Vice President Human Resources
Chief Medical Officer, Head of Global Head and Well-Being
SAP SE
n.lotzmann@sap.com
Appendix

How to basics
How to: Length

➢ Ask the least amount as possible
   More than 12 minutes result in a drop of responses
➢ Ask simple questions
   Complex verbiage creates questions that are too long and may touch on more than one topic in one question
➢ Don’t ask too many open-ended questions
   They take longer to complete and are harder for you to analyze
➢ Make it a superior consumer experience
   by making it quick to complete and easy to understand.
➢ Use gamification whenever possible
➢ Test it upfront
How to: Digitize

➢ Meeting Expectations
➢ Higher response rate
➢ Ease of administration
➢ Quick reporting
➢ Low cost to produce
➢ Make it mobile: 50% of all surveys conducted online are started on a mobile device.
How to: Transparency

➢ Provide introduction with the amount of time to complete
➢ Provide a progress bar
➢ Provide a submit button
➢ Allow to save and continue later
➢ Cover as many languages as possible
➢ Accommodate participants with different abilities
How to: Communication

- The channel, content, length and quality of your communication contributes to your response rates
- People are more likely to respond to surveys of personal interest
- Ensure you have selected the right target audience
- Send additional survey reminders
- Select a well-known, high ranked and trusted sponsor for the invitation
How to: Confidentiality

- Make anonymity by highest level of data protection
- Avoid tracking or ask on demographics
- If these information is essential, ask at the end of questionnaire
- Data procedure and purpose of the survey should be addressed in a survey disclaimer
Plan enough time for your entire project
Consider other surveys in parallel, vacation time, quarter ends etc.
In case of more than one survey cycle, assure enough time in between the cycles and let your participants know what happened with the results of the last cycle.