



Four Ways to Advance Your Operational Health and Safety Culture in Manufacturing

Effectively manage safe-workplace playbooks to drive accountability, communication and compliance

Content

Introduction	3
Information	4
Guidance	5
Compliance	6
Loyalty	7
How OpenText can help	8

Introduction: Revving up operations — and employee confidence

The pandemic rattled even the most resilient of manufacturers, forcing organizations into brand-new territory practically overnight. While safety best practices have always been at the core of manufacturing operations, they traditionally focused on equipment use, hazardous materials and overall workplace conditions. COVID-19 broadened the scope of what's safe and what's not — significantly.

Today's health and safety measures have expanded to address critical topics such as cleaning and sanitation, health screening and testing, work schedules and new types of protective equipment, which will continue to evolve over time as expert recommendations, regulatory guidance and industry best practices mature.

To protect employees, responsible employers are turning to safe-workplace playbooks to document current operating policies and procedures to continuously promote a company-wide safety culture.

Whether creating your own original playbook or taking advantage of open source, downloadable references from industry sources such as [Lear Corporation](#), it's important to effectively manage content to drive accountability, consistent communication and compliance.

With a comprehensive enterprise content management (ECM) solution, manufacturers gain a digital foundation to proactively manage playbook creation, access, versioning, distribution and consumption, treating documents as the critically important operating assets that they are — and maintaining employee confidence along the way.

Following are four ways organizations benefit.

“Across industries, companies are realizing that they can aspire to much more than simply a safe return to work. They want to take what they have learned during the COVID-19 crisis and create a new kind of operational performance.”

- McKinsey, [“Jump-starting resilient and reimagined operations,”](#) 5/11/2020

1. Keep everyone in the know

The number one priority of manufacturers? Employee safety. Yet the most comprehensive and well-designed safe-workplace playbooks are only valuable if read and utilized by the personnel they are meant to protect. When the pandemic hit, some organizations established playbooks hurriedly to define brand-new operational procedures, resulting in documented content but without structure around how the information within is authored, shared, revised and distributed and consumption is tracked.

A coordinated, digital approach for safe-workplace plans helps ensure employees, suppliers, business partners and other third parties are up to date on the latest health and safety practices, including protocols for specific regions or facility locations.

With multiple departments, such as human resources, warehousing and health & safety, responsible for gathering and inputting information, it is critical to have insight into who is doing and reading what. In addition, content may be broken out by chapters — relevant and required for certain audiences — adding to the importance of being able to trace, track and report on which employees have received, read and completed mandatory checklists and forms to support accountability organization-wide.



2. Stay up-to-date on current guidance

To mask or not to mask? To temperature screen or not?

These are just some of the questions resulting from ever-evolving recommendations, making the oversight of what's new with guidance a non-stop endeavor. Updates related to COVID-19 variants, active cases, vaccinations and other topics require organizations to continually assess mandates and restrictions based on current conditions, determining how to quickly modify safety procedures to maintain healthy business operations and work environments.

This requires manufacturers to treat safe-workplace playbooks as an iterative process, routinely enhancing content based on requirements and guidance from the Centers for Disease Control (CDC), Department of Health and Human Services, World Health Organization (WHO), Occupational Safety and Health Administration (OSHA), European Centre for Disease Prevention and Control (ECDC) and other authorities.

In times of uncertainty, transparency and honest communication help build employee trust. Control the spread of misinformation and deliver the facts from reliable, reputable industry sources.

Plus, there's ongoing input from a manufacturer's own stakeholders, such as union partners and labor affairs, adding to the need to be able to accurately reflect changes in directive and communicate new information as soon as it becomes available.

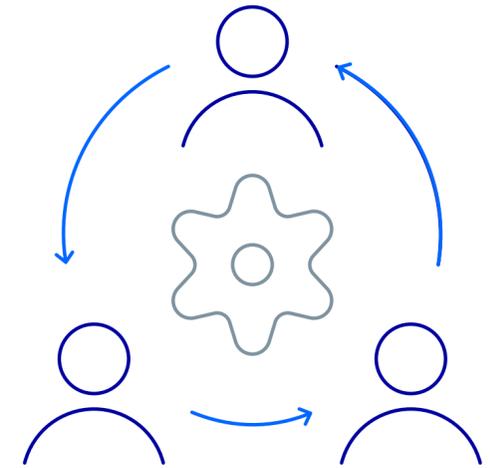
A digital, mobile-first playbook, managed within a content services ecosystem, allows organizations to capture the latest guidance, manage changes and make the information easy to find and easy to share.



3. Demonstrate ongoing compliance

Safe-workplace playbooks help protect both employees and organizations from risk. By being rigorous and transparent about safety, health and operating procedures, playbooks serve as auditable documents, helping to demonstrate compliance with new regulations from the CDC and federal and local legislation.

Compliance obligations continue to evolve, requiring organizations to address a myriad of COVID-19-specific health and safety mandates to legally protect the business and the people within it. From [The Health Protection \(Coronavirus\) Regulations 2020](#) in the UK, to the Coronavirus Aid Relief and Economic Security (CARES) Act in the U.S., managing playbooks as compliant documents provide audit visibility and operational transparency to promote corporate accountability.



“Proactively upholding integrity, discipline, and structure can enable risk and compliance leaders to manage new risks, decreasing the likelihood of a potential fallout later. Acknowledging the opportunity to improve protocols, embrace technology, and evolve for the future can position companies to achieve long-term successes.”

- Deloitte, [“Addressing compliance program challenges amidst the COVID-19 outbreak,”](#) 2020

4. Maintain customer and partner loyalty

Nearly [80 percent of manufacturers](#) anticipated the pandemic would have a major financial impact on their business (compared to [48 percent](#) of cross-industry companies concerned about the same impact), with many still rebounding from pandemic shutdowns. As a result, pressure has never been higher to maintain customer satisfaction through consistency of operations, making the effort to keep employees healthy and productive critically important.

The pandemic changed the cadence of operations, requiring manufacturers to be able to pivot and adapt on a dime. Speed will continue to be of the essence and digitizing and orchestrating playbook management allows organizations to act with urgency — adjusting employee shifts, production processes and plant operations based on real-time needs and demand recovery.

By ensuring playbook content is easy to find, reliable, efficiently managed and easy to share, manufacturers boost employee productivity to better meet changing customer expectations and uneven demand across products, geographies and customer segments.

“Now is also the time for customer experience (CX) leaders to position themselves at the forefront of the longer-term shifts in consumer behavior that result from this crisis. Keeping a real-time pulse on changing customer preferences and rapidly innovating to redesign journeys that matter to a very different context will be key.”

- McKinsey, [Adapting customer experience in the time of coronavirus](#), 4/2/2020

Help maintain a safe workplace with OpenText

Building organizational resilience and adapting to global changes requires manufacturers to seize new digital capabilities. Connecting safe-workplace playbook content with people and processes allows the business to stay compliant and resilient and employees safe and productive.

The pandemic has accelerated the adoption of digital solutions, pushing manufacturers over the technology tipping point to transform operations — embracing digital platforms with a heightened sense of urgency.

Safe-Workplace Playbook Management from OpenText digitizes and centrally manages information, allowing manufacturers to easily create and update content, communicate early and often, track usage to drive compliance and introduce new guidance where and when needed.

With Safe-Workplace Playbook Management, manufacturers have a digital foundation in place to:



Demonstrate a corporate-wide commitment to employee safety



Put updated processes, protocols and checklists at employees' fingertips



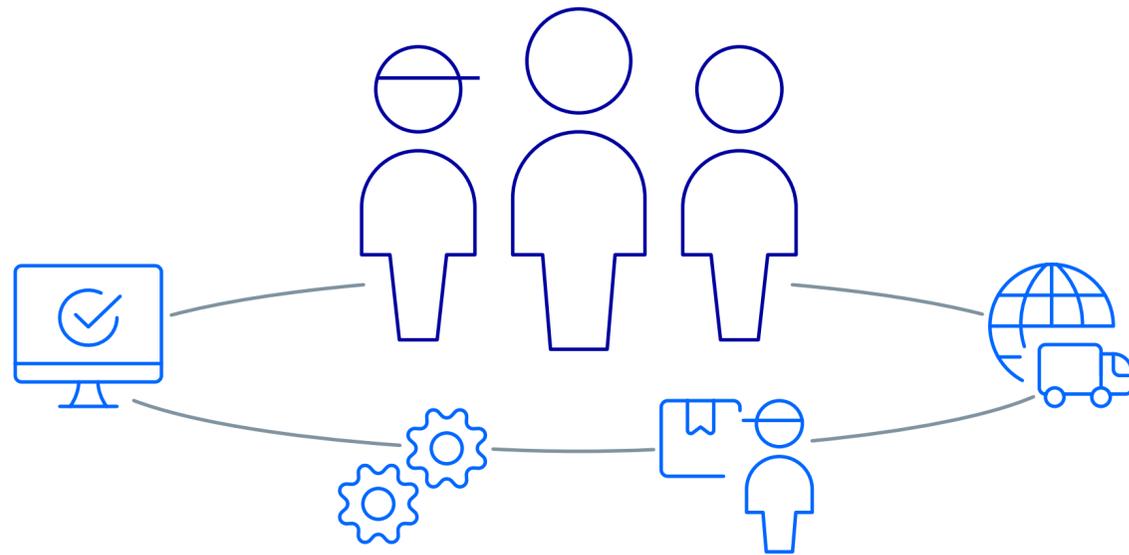
Rapidly augment or modify content to address changing business conditions



Closely track and report on adherence to health and safety requirements



Drive compliance and corporate governance to reduce legal and regulatory risk



Learn more about how manufacturing organizations are confidently rebuilding operations with OpenText.



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://www.opentext.com).

[opentext.com](https://www.opentext.com)

[Twitter](#) | [LinkedIn](#) | [CEO Blog](#)

Copyright © 2021 Open Text. All Rights Reserved. Trademarks owned by Open Text. For more information, visit: <https://www.opentext.com/about/copyright-information> 10/21 | SKU19104