

A woman with curly hair, wearing a grey dress, is reaching up to hang or retrieve clothes from a closet. The background shows various items in the closet, including a blue statue and a potted plant.

Safely back to Business

**A guide to help you get safely
back to business beyond
COVID-19 and into the future.**

The way forward

The world is shifting and changing. Since COVID-19 was declared a global health emergency, people around the world have shown resilience in the face of uncertainty.

Countries have shut down, we've had to quickly adapt to a life where everything is high risk, and governments around the world have had to implement strict measures in order to protect people..

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The impact of COVID-19 has been felt by every single person and business in the world:

The impact on our everyday.

Our daily routines have been thrown into disarray as people adjust to a life where remote working, restricted movements, and staying at home is the new normal. We've had to change our attitudes, expectations, habits, and purchasing decisions, in order to look out for each other.

The impact on our economy.

Lockdowns have caused devastating damage to economies as flights are grounded, supply chains are disrupted, businesses like gyms are restricted from operating, and establishments like restaurants are seeing a downturn in customers. Permanent closures, loss of employment, declining consumer confidence and revenues have been the new reality for most industries.

The impact on our health.

Businesses are more vigilant than ever before to do their part to prevent the spread of disease. Health and safety is now the #1 priority for everybody. Individuals and businesses are coming together to embrace the emerging concepts of social distancing and the hyper-awareness of personal hygiene.

At SafetyCulture, we've seen businesses adapt to these challenges by embracing processes found in simple checklists and COVID-19 related inspections.

Now, we're starting to see new trends emerge as the world prepares to get safely back to business. As restrictions loosen, and the engine starts up again, businesses will likely have to adapt to a new kind of normal for a while, and alter safety, health, and quality practices indefinitely.

In this world of fundamentally shifting consumer expectations and health standards, this is the way forward:

Respond to risk, everywhere.

Businesses will need to understand that risk is lurking everywhere and need to follow guidelines set by government, industry associations and health authorities to survive.

Embrace the humble checklist. Many standards coming out of COVID-19 are still new to many businesses, and it's crucial to adopt simple processes all employees can follow to safely and efficiently get back to business..

Empower responsibility in everyone. Safety is not a one-person responsibility. Businesses will need to collectively drive a culture where everybody is responsible to do their part.

Make safety your edge. Businesses who leverage safety will come out ahead, and can even use it to attract customers and staff in a recovering economy.

At SafetyCulture, we're here to be your early warning system and help you craft your reopening approach.



Everywhere is high risk

Safety is now a permanent agenda item for every board meeting and the #1 priority for every business in the world.

When we think of high-risk working environments our minds automatically go to building sites, mines, and production lines.

But everywhere is high risk in a pandemic — catching public transit, getting into an elevator, going into the office, or serving a customer. The rigorous safety practices traditionally employed by high-risk industries like construction and mining are now relevant to all of us.

Respond to risk with an early warning system

The best way to manage risk among your people, customers, and the environment is by developing an early warning system. This system is what keeps your business prepared for all the current and emergent risks. For businesses that are already in the midst of reopening, this system is intended to keep you prepared for quick pivots as the world continues to shift and change. And, for businesses who are yet to return to work, use your early warning system as reopening preparation.

Build your early warning system in four steps:

- Digitize industry guidelines
- Distribute checklists to employees
- Create a real-time monitoring system and safety culture
- Complete visibility and audit trail

As you go through this guide, we'll provide you with actionable steps to help you implement an early warning system that works for you and your workers.

Digitize industry guidelines

Official health and safety guidelines are being made available across a range of categories. Some guidelines are mandated by country or local jurisdictions, while others are driven by industry bodies or health associations such as CDC (Centers To truly make safety your edge,

Top country guidelines:

- [American guidelines](#)
- [Canadian guidelines](#)
- [Australian guidelines](#)
- [Global recommendations](#)

Top industry standards:

- [Retail guidelines](#)
- [Hospitality guidelines](#)
- [Manufacturing guidelines](#)
- [Logistics guidelines](#)
- [Facilities Management guidelines](#)
- [Construction guidelines](#)





The winners during the reopening phase are the businesses that are proactive about safety. These are the businesses that install partition screens at registrars or conduct daily temperature checks on their workforce to make sure their customers and employees are protected.

Beyond official safety guidelines, keep abreast of changes within your industry vertical and adopt the best practices that work for your business. Here are some of the common trends from SafetyCulture customers we've seen emerging as businesses reopen:

- Facilities increasing regular cleaning and sanitization in high traffic areas
- Businesses protecting their staff and customers by providing PPE for staff, dividers, and flexible working arrangements
- Physical businesses enforcing social distancing requirements with floor markers and implementing queuing systems to reduce physical crowding
- The rise of contactless payments and deliveries

Get a deep dive into industry insights and trends with our top back to business industry reports

- [Retail report](#)
- [Hospitality report](#)
- [Manufacturing report](#)
- [Logistics report](#)

When shopping is a hazard

how small and large retailers are returning to work with risk management at the forefront of their reopening strategy

Retail companies have to be incredibly flexible right now; making the shift away from traditional retail methods and transitioning into a new world of ecommerce, social distancing, and stringent hygiene measures. Today, retailers have to be extra vigilant and follow guidelines pertaining to hygiene practices.

The hand sanitizer is a staple in front of every single apparel store, supermarket workers have been assigned new rotations in their shift to wipe down shopping carts and baskets, and people are choosing to shop from their armchairs instead of going to the local mall. Social distancing is the new norm, with retailers piling up on duct tape to mark distances on the floor, and investing in people counters to enforce store limits.

Finally, retailers realize the biggest risk to manage is their people; employers are encouraging sick employees to stay home, mandating temperature checks, and providing PPE for staff and customers.

Checklists keep us safe

Health and the economy don't have to be a zero-sum game. We can have both and still get back to business. Economies will come back, but not as they were before.

The challenges of COVID-19 sometimes feel too big and complicated to know where to begin. In the same way that pilots and surgeons use a simple checklist to perform highly complex tasks safely, we can help businesses bring simplicity and proactivity to a complex and fluid set of challenges. We need checklists to keep us safe.

Stay ahead of the curve with frequent inspections

Your ability to respond rapidly rests on two things — how much you know, and what your team is equipped to do about it. You need visibility to see what needs to change quickly, and a proactive and empowered team who are able to act. Get oversight into areas that need your attention, both immediately, and for the longer term.

Distribute checklists to employees and collect the data that matters

Public health and reopening guidelines are changing every day. To keep your business up-to-speed with the latest guidance, a simple digital checklist, which can be updated in seconds and deployed to your entire workforce instantly, is key.

In many countries around the world, dates for business closures and reopening have been unpredictable. In the first phases of the global lockdown, many countries closed their borders with 24-48 hours of notice, leaving many tourism and aviation businesses scrambling to deal with the fallout.

As countries reopen, businesses may be given a few days notice to quickly prepare to reopen and ensure their organization meets the new health standards.

With digital checklists, businesses can prepare for the unknown by loading all the checklists in a system, sharing it with employees ahead of time, and managing expectations from day 1 of reopening.

Checklists allow you to conduct quick checks, without missing anything crucial

Checklists help promote standardization of processes throughout an organization. Checklists are a great tool to improve workflow, encourage best practices, and to make sure that critical steps are not missed.

Take aged care facilities for example. Even having one staff or resident contracting COVID-19 within a facility could be fatal.

Many facilities are implementing and increasing checks for sanitization, staff temperatures, PPE, food handling, and cleaning procedures.

What may have been a weekly audit from a corporate manager in the past, is now daily, if not hourly checks by staff. Traditional methods like using a checklist printed on a piece of paper are too variable and unreliable.

With a digital trail of all checks being conducted, staff, managers, residents, and family members can rest assured that the people in the community are kept safe. All with a simple checklist. popular products and make a small selection available on your website.

Keeping the continuity between an in-person shopping experience and an online shopping experience is an important consideration during this period.

Using chatbots can be a way to replace in-store assistants, as you can pre-program frequently asked questions related to COVID-19, delivery times, and hygiene standards.

Top checklists

We believe that everybody should have access to the right information and the tools to keep people safe.

Over the past few months, we've seen an increase in iAuditor templates designed to help individuals and organizations apply COVID-19 safety measures to their workplaces.

Here are some of the top templates:

- [COVID-19 Risk Assessment Template](#)
- [Business Reopening Plan](#)
- [Return to Work](#)
- [Business Continuity Plan](#)
- [Prevention And Mitigation Of COVID-19 At Work Action Checklist](#)
- [COVID-19 Cleaning and Personal Hygiene Inspection](#)
- [Hand Hygiene](#)
- [PPE Safety Inspections](#)
- [Social Distancing Plan](#)
- [Temperature Log](#)





Everyone is responsible

The role of the compliance officer as we know it is dead. Every business needs to develop a culture of safety where every employee takes ownership of safety.

COVID-19 has exposed the failings of top-down compliance models. Traditionally, compliance officers would perform weekly or monthly inspections to ensure the company's staff were following the appropriate procedures. COVID-19 has changed everything.

Now inspections need to be conducted every few hours to stop the spread quickly and keep people safe. Every person has an important role to play in order to keep our people safe.

Adopting a safety culture is the key to a successful reopening

Democratizing safety by empowering teams to act appropriately, report issues and find solutions is the only way to get safely back to business.

It's the people on the frontline in every industry who have the visibility to own safety practices from the ground up.

Create a real-time monitoring system Business leaders need to have empathy across all angles:

Checklists are the most efficient way to make sure that the right tasks are completed accurately. More powerful, is the ability to capture proof when execution isn't up to safety standards, and the ability to do something about it instantly. When checklists capture non-compliance, enabling a safety culture means that issues can be flagged and fixed rapidly.

For example, if a business provides hand sanitizing stations to customers in public areas, and a staff member has flagged that a machine is broken — a culture where workers have autonomy and responsibility, means that the issue is more likely to be fixed faster.

The worker can raise and assign a manager to replace the machine. At the same time, the worker can take immediate action by providing a smaller bottle of hand sanitizer for customers in place of the machine as a temporary solution.

Here's how to promote a safety culture within your business.

COVID-19 has been a stressful time for everybody. What it has shown though, is that humanity can be wonderful. And it's in times like these where empathy is the foundation for good leaders.

- **Empathy for your staff.** Simple actions like providing staff with the right protective gear can mean that they can keep their families safe while feeling protected at work, and during their daily commute. Peace of mind can be powerful.
- **Empathy for your customers.** Many of your customers will be struggling with their own problems arising from COVID-19. Listening to them, providing the right level of customer support, and keeping them safe when it comes to face-to-face interactions can mean the difference between a return customer, and a dissatisfied one.
- **Empathy for yourselves.** Leading means setting an example. This can be as simple as not showing up to a physical work site if you have mild cold symptoms, or taking a "mental health day" to advocate for the acceptance of mental struggles during a pandemic.

Safety guidelines often come from a place of compliance. A safety culture comes from a place of empathy, doing the right thing by the right people, and enabling an entire organization to do the same.

Democratize safety by involving everybody

Employees should play an integral part when it comes to your business' COVID-19 response. Your staff are often on the frontlines, interacting with customers and your products.

They're the first ones to pick up interesting insights, trends, and even risks. Allow employees to get involved in creating procedures and let them be creative. Even something as simple as letting your staff design a social distancing floor sticker can motivate them to contribute to a safer workplace.

Meet world-class safety standards by offering training

With the world at stake, training should be simple and quick for staff to pick up. Allow guidelines and procedures to be opened up to your employees in advance. During reopening, many procedures will be new to workers around the world, so hands-on training will be imperative for certain industries.

Cross-industry collaboration is also important because the failure of one business could see an entire industry shut down overnight. We must champion transparency so that any outbreaks are identified and managed.

With clear and transparent lines of communication, both up and down the company chain, all parties become active participants in not only identifying and proactively mitigating risks, but also driving the best possible business performance as the situation evolves.

How logistics leaders are minimizing disruptions across the entire supply chain

The crisis has created new compliance demands for logistics providers. Brand new regulations have appeared overnight, and expectations surrounding corporate responsibility have increased.

Governments continue to issue industry guidelines that must be quickly adopted, and the safety of each interaction is under the microscope like never before.

Increased compliance has underscored the need for robust safety processes. Businesses must now prioritize the safety of their employees and customers or risk damaging their brand permanently. As the world reopens, logistics organizations have recognized the vital role of safety processes in building supply chain resilience.

Make safety your edge

Safety is now a value creator and a customer-facing value proposition. A focus on safety has become a differentiator that will attract customers and talent in the same way as product quality.

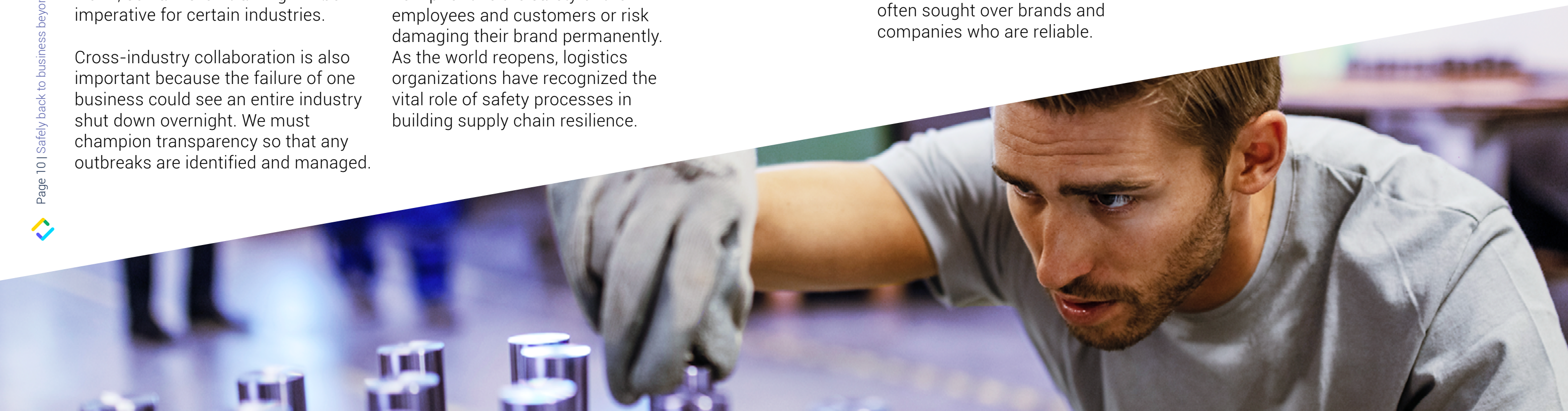
COVID-19 has catapulted safety into a core component of brand reputation across industries and it's now a permanent agenda item for every board meeting.

Everyone has the right to expect a safe experience, so businesses must prioritize the safety of their people and customers. By adhering to industry and government guidelines, embracing checklists, and empowering a safety culture in your organization — you can make safety your edge.

Be recognized and rewarded for your approach to safety
In history, consumers have often sought over brands and companies who are reliable.

The concept of a "good reputation" in business is more important than ever in a post-covid world. Many customers are concerned about their own health, and this flows into their buying behaviors.

In fact, businesses around the world who have harnessed safety in their message to the world have been praised, gaining more brand recognition than ever before.



Here are some common trends as businesses realize the importance of safety:

- **Extended work from home policies.** Businesses where remote working is a possibility, have been thrown into new ways of working. As many companies deal with a remote workforce, some see benefits such as staff productivity, lower overheads, and happier employees helping their bottom line. Companies like Twitter are leaning into this practice and allowing their staff to choose when they want to work from home on an ongoing basis, in a bid to keep our communities safe, but also to propel our way of working forward.
- **Additional safety requests for customers.** It's not uncommon to see hand sanitizing stations in front of retail stores now. Some businesses are taking it further by mandating customers to sanitize before they enter, limiting customer numbers, or even only allowing customers who are wearing a face mask to enter. Ultimately, these are the businesses people will feel comfortable entering as people battle their discomfort with public spaces.
- **Make safety a part of your customer experience.** Let your customers know how seriously you take safety. Hotel chains around the world are changing up their welcome packs by offering free amenities like face masks and travel-sized hand sanitizers to guests. Safety can form a positive experience too.

Complete visibility and audit trail

The key to being recognized and rewarded for your approach to safety is simple; make safety the core value proposition of your business and capture everything on a daily basis. Safety should start from the very start of a shift, when an employee walks through the door to get their temperature checked, and it continues into the future, when businesses can prove their compliance to win customer loyalty.

How manufacturing leaders pushed the boundaries of safety by turning vacuums into ventilators

Manufacturers globally are retooling at the speed of light to meet new market demand. As existing markets contract, companies are using their vast resources and connections to help governments respond to the crisis. Dyson workers have gone into production overdrive pumping out much-needed ventilators for the NHS in the UK. While Brazil's famous footwear brand Havaianas, has started producing everything from face masks to test kits. Japanese electronics manufacturer Sharp now has an entire TV factory dedicated to producing face masks. Even Britain's Royal Mint in Wales has designed face shields for health professionals. Other companies like Tesla have leveraged overseas partnerships to source vital supplies that are desperately needed.

As businesses do the right thing, the rewards pile up quickly. Many of these businesses are seeing positive press around the world, and an increase in consumer demand.

Take the way forward with these 7 steps

As the world changes at record speed, the way forward is about embracing change, and expecting change to happen, and preparing for any outcome.

We don't know when things will calm down, or whether our new way of living will persist beyond COVID-19. The key is being prepared, and the businesses that will come out on top are the ones who implement an early warning system. to make safety your edge:

1

Digitize industry guidelines.

Follow recommendations and guidelines from your government, health bodies, and industry associations and implement them as checklists.

2

Distribute checklists to employees.

Give your workers easy access to checklists and start collecting the data that matters.

3

Build an audit trail to capture complete visibility of safety.

Track safety initiatives to see risks in real-time, assign corrective actions and prove compliance in the future.

4

Lead from the top with empathy.

Leaders who genuinely care about the safety of their staff, customers, and themselves will ultimately help lead a safety culture.

5

Create a real-time monitoring system.

Empower employees to conduct daily or hourly inspections and act on issues as they arise.

6

Involve everybody to democratize safety.

Safety is the responsibility of everybody. The more people in your organization that can be involved, the easier it will be to pick up issues.

7

Offer training to your employees.

Roll out safety training for your staff that is quick and easy to pick up.



More resources to help you navigate the way forward

At SafetyCulture, we are on a mission to help the world get safely back to business with a simple checklist and inspection app that anyone can use. With that in mind, we've curated a range of useful resources to help businesses across all industries successfully reopen and operate safely.

Back to business

- [COVID-19 Risk Assessment Template](#)
- [Business Reopening Plan](#)
- [Operational Readiness](#)
- [Return to Work](#)

Business continuity

- [Business continuity planning checklists](#)
- [Business impact analysis](#)
- [Compliance audit](#)
- [Crisis management plan](#)
- [Facility closure](#)

Working remotely

- [Coronavirus COVID-19 Home Office Self Assessment](#)
- [Lone Working Risk Assessment](#)
- [Working From Home Risks](#)
- [Working From Home Inspections](#)

Stopping the spread

- [Prevention And Mitigation Of COVID-19 At Work Action Checklist](#)
- [COVID-19 Cleaning and Personal Hygiene Inspection](#)
- [Hand Hygiene](#)
- [Infection Control](#)
- [Legionella Risk Assessment](#)
- [PPE Safety Inspections](#)
- [Social Distancing Plan](#)
- [Temperature Log](#)

85% of our customers get problems solved faster

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