



Tangible Strategies for Improving Food Safety Culture

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**What does
culture
look like
where you
work?**



Cognitive Fatigue and Habitual Drift

The Mental Cost

Following procedures requires active attention. Every checklist or SOP forces the brain into "System 2" thinking—deliberate, slow, effortful.

Autopilot Mode

Once a person has done a task repeatedly, they shift into autopilot. The brain starts optimizing to save effort.

The Drift

This leads to small shortcuts that slowly erode compliance, because the mind assumes: *"I already know this."*

HIGH EFFORT

System 2: Active Thinking

Deliberate • Slow • Effortful



Auto Pilot Mode

Automatic • Fast • "I know this"

LOW EFFORT



Lack of Ownership or Connection to Purpose

THE PROBLEM

When procedures are viewed as "rules from above" rather than tools that help me succeed, compliance drops.

THE SOLUTION

Humans are far more likely to follow guidelines when they understand the "why" behind them — especially when that "why" connects emotionally.

Connect the "why" to what matters emotionally



Safety



Pride



Quality



Customer
Impact

Leadership Commitment

Walk the talk:

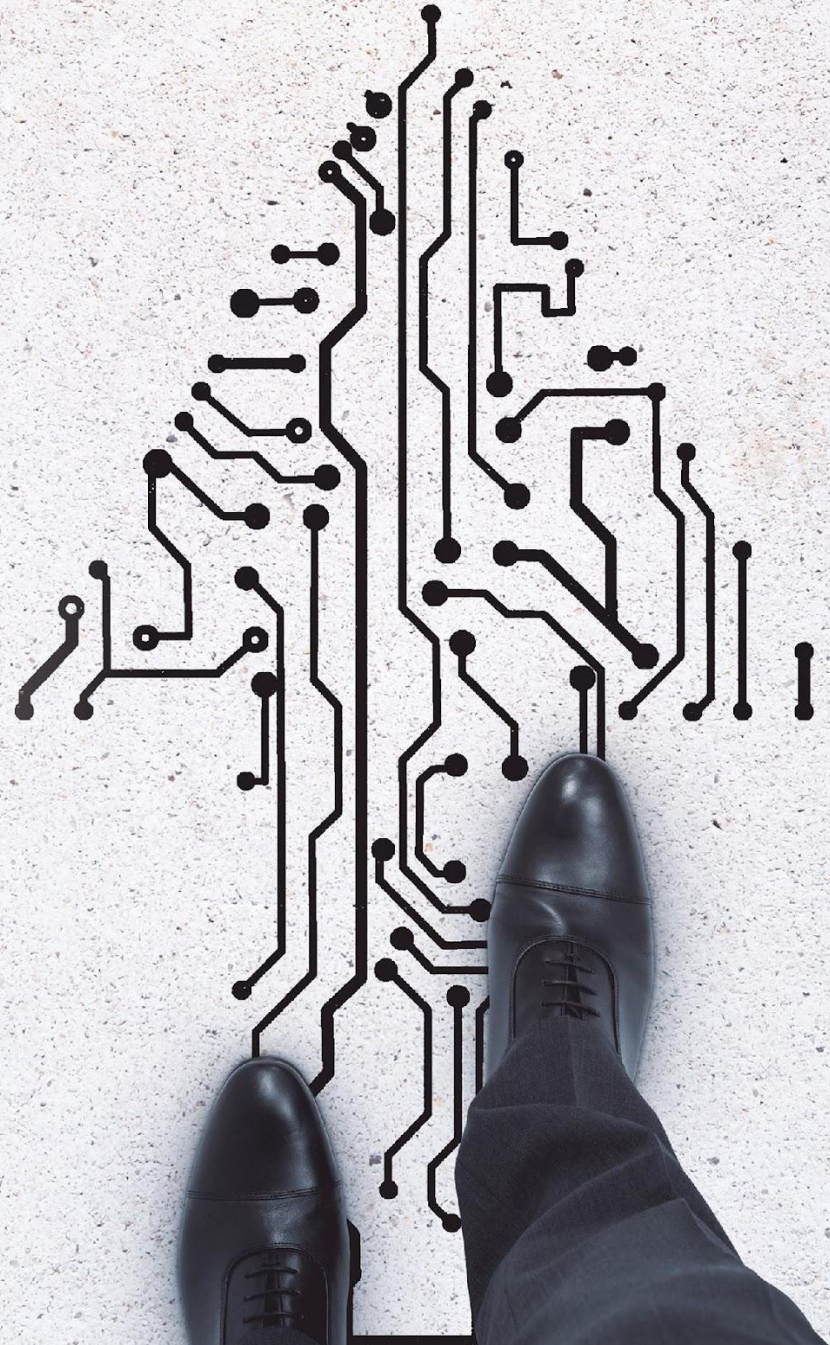
Leaders must visibly demonstrate their commitment to food safety.

Set clear expectations:

Ensure that food safety is a top priority in performance reviews and goals.

Support training:

Provide resources for ongoing food safety education.



Friction, not lack of motivation, is often the real issue



The Problem



Too many steps,
unclear value



The Solution



Simple, clear purpose



Simplify, automate, and clarify steps that actually add value

Human Need for Autonomy

**Autonomy
within clear boundaries**

AUTONOMY

COMPETENCE

RELATEDNESS

The Familiarity–Normalization Cycle

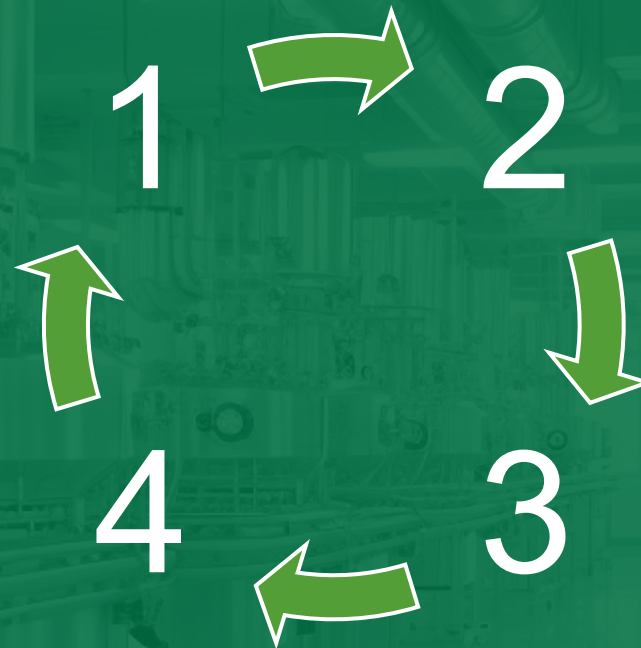
Understanding the cycle

Temporary Shortcut

It starts innocently—a quick workaround to solve an immediate problem. Efficiency over compliance.

Difficult Return

Reversing course becomes increasingly hard. Teams resist change, viewing compliance as 'new' bureaucracy.



Normalization Begins

Repeated without consequences, the shortcut becomes standard practice—'we've always done it this way.'

Compliance Drifts

Without negative feedback, proper procedures fade from memory. Risk becomes invisible and accepted.

Break the Cycle

Explain the Why

Compliance drift leads to operational risks, regulatory exposure, and eroded organizational integrity. Recognition is the first step to change.

Simplify and modernize

Reward compliance visibly

Build reflection points

Involve front-line



5S Methodology

Sort • Set in Order • Shine • Standardize • Sustain

Implementation





Creating a Compelling Vision Through Effective Leadership



Walk the Talk

Leaders must visibly demonstrate their commitment to food safety



Set Clear Expectations

Make food safety a top priority in performance reviews and goals



Support Training

Provide resources for ongoing food safety education





Employee engagement



Set the vision with a focus on
food safety



Invest in your people, give them
the tools to be successful



Utilize industry professionals,
SME's, your vendors to assist you
on the journey

Come and see us at **Booth #40**



A WORLD OF SAFER FOOD.



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