



- **Prioritizing People**  
Developing a culture of trust:  
best practice in health, safety and well-being

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## ● Introduction

Embed well-being, inspire trust, and ensure organizational resilience

Prioritizing your people ensures the well-being of your employees, inspires trust and ensures your organization is future ready.

Achieving sustainable resilience relies on a robust approach to health, safety and well-being to drive trust and create a culture of care that skilfully balances the needs of people, purpose and profit. To realize your organization's value-driven vision: prioritize your people and choose BSI, the world's best practice partner.



# ● What's the link between prioritizing people and organizational resilience?

Prioritizing people ensures your workplace is future ready because flourishing workers who feel fulfilled are at the centre of resilient organizations.

Achieving long-term organizational resilience relies on a comprehensive and integrated approach to worker well-being that not only protects physical and psychological health, but actively enhances it by creating a culture of trust that unlocks the full potential of your people, skilfully balancing the needs of people, purpose and profit.

BSI's own Organizational Resilience Index Report 2021 finds that prioritizing the health, safety and well-being of employees (along with clients and communities) were strongly indicated to have had a positive impact on rebuilding organizational resilience.

Many organizations already put people at the heart of everything they do. Yet, despite this, some workers continue to suffer poor mental and physical health. Under-performance and reduced productivity are known to be linked to poor mental or physical health. Improving the health, safety and well-being of employees can positively impact the success and competitiveness of an organization, as well as benefitting the wider community.

In the fast-changing world of work, there are strategic, competitive and reputational benefits to be reaped from adopting a leadership position that prioritizes people. That means not only delivering decent, safe and healthy work, but also creating a culture of trust that delivers the essential need for fulfilment, which is at the heart of well-being.





# ● What are the benefits of prioritizing people?



## 1 Reduce risk and ensure continuity

Ensuring your organization promotes decent, safe, healthy work.

A fundamental driver for investment in your people's health, safety and well-being is the improvement it can deliver for your organization's reputation and brand equity. Compliance reinforces commitments to corporate social responsibility, supporting growth and investment. It can positively impact productivity and reduce employee absences through injury or illness.

## 2 Route to improved performance

Promoting an engaged, committed, productive workforce.

Trust is at the heart of doing the right thing and demonstrates to internal and external stakeholders that you are prioritizing the psychological, as well as physical health, safety and well-being of your people. In fact, it is essential for the psychological contract – the unwritten bond between worker and employer that unlocks motivation and potential – and supports both engagement and performance. Unlocking your people potential enhances organizational resilience, boosting innovation, creativity and agility.

## 3 A strategic driver of organizational resilience

Driving organizational resilience via a future ready workforce.

Creating a culture where employees are empowered and trusted encourages a loyal and creative workforce, helping organizations to attract and retain high-performing talent. This enables the development of innovative solutions to grow the organization, ensuring that it is agile and future ready.

BSI supports clients to create a culture of trust, helping partners to meet their people's fulfilment and actualization needs. We support leading organizations to thrive in an ever-changing world and help them to capitalize on horizon-scanning techniques, increase organizational resilience, strengthen brand reputation and competitiveness, open up new ethical investment opportunities and embed continual improvement.

# ● What's the global context for prioritizing people?

BSI's own insights demonstrate that trust has grown in the organizations that have prioritized their people and, as a result, those organizations have proven to be more resilient. They have benefited from improved staff availability through improved talent recruitment and retention. Their outputs have increased both productivity and quality, while innovation, creativity and agility have contributed to enhanced organizational resilience.

Even before the COVID-19 pandemic, the world of work was already undergoing long-term changes. Technology and the desire for more flexible working is driving rapid growth in digital labour platforms and other forms of on-demand employment. Manufacturing is decreasing while the service industry is on the rise. Traditional safety-related injuries are less of a risk in these workplaces, but psychological risks such as occupational stress, burnout, anxiety and depression are on the increase.

Changing demographics within the workplace require a renewed approach: at one end are zoomers and millennials who want to work for value-driven organizations that not only protect but actually enhance their well-being; at the other end, boomers and generation Z need sustainable employability that will create the right conditions for a productive and healthy working life through to retirement.

COVID-19 – and the enforced shift in working patterns it brought for millions of workers around the world – highlights the need for organizations to re-think their approach to workplace health, safety and well-being. Homeworking for many previously office-based employees has increased the trust organizations have in their people, driven increased productivity and paved the way to a new, more people-focused approach, recognizing that employees are an organization's most important asset.



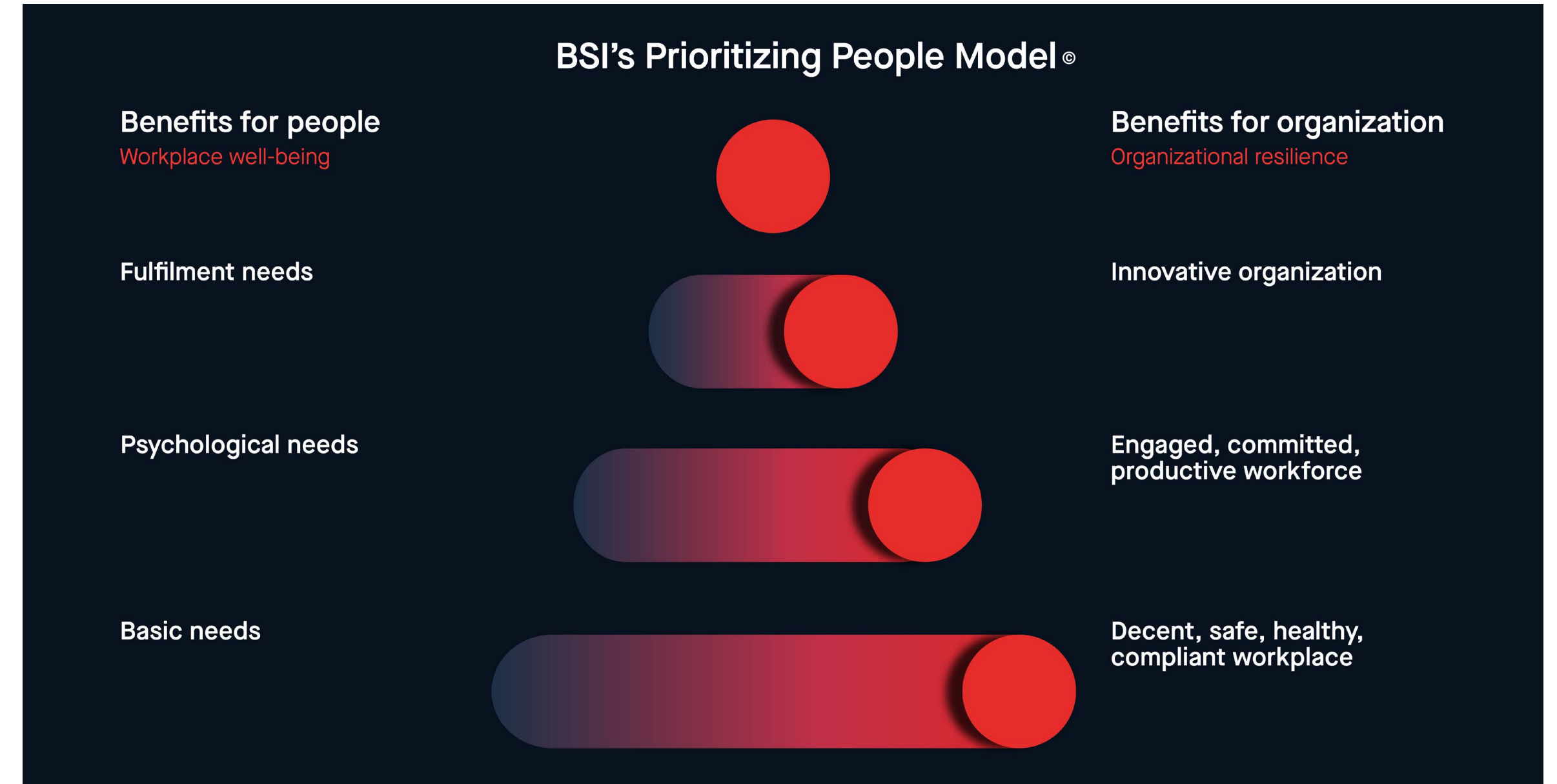
# ● What does best practice look like?

BSI's Prioritizing People Model<sup>®</sup> sets out best practice for workplace well-being and the integrated elements that will deliver a culture of trust and support a resilient organization. It recognizes that trust has grown in those organizations that have prioritized their people, which has enhanced resilience. BSI's own Organizational Resilience Index Report 2021 finds that prioritizing the health, safety and well-being of employees (along with clients and communities) were strongly indicated to have had a positive impact on rebuilding Organizational Resilience.

Inspired by Maslow's hierarchy of needs, our model sets out best practice, using the principles of basic, psychological and actualization needs to create a framework for unlocking the full potential of people.

It encompasses the physiological and safety elements that are needed to provide decent, safe, healthy and compliant workplaces; the belonging and esteem elements to deliver an engaged, committed and productive workforce; and culminates in the actualization of both people's potential and the organization's potential demonstrated through innovation. By embedding this best practice model, an organization creates a culture of trust which also enhances its resilience.

To find out more about the model, [download the white paper.](#)



# ● How can BSI help me prioritize people?

BSI shapes, shares and embeds best practice, so that organizations can take advantage of their opportunities today and also become future ready – by being more trusted, resilient and sustainable.

We are your business advancement partner, empowering people and organizations through innovative and tailorable services, helping clients to thrive in our ever-changing world.

If your goal is to deliver on your organization's purpose-driven vision and prioritize your people, BSI is your best-practice partner. We support market leading organizations to treat prioritizing people as a tangible, critical business input and a measurable outcome.

Depending on where you find yourself on your organization's journey to resilience, we can support your corporate goals and help you make progress towards enhanced cultural maturity.

We provide end-to-end solutions, combining expertise from across our organization to offer the best possible integrated solutions to clients. We shape, share, embed best practice, advise and provide continual improvement through our unique combination of standards, audits, consulting, training, software, product testing and certification, research and insights.

We have brought together our expertise in health, safety and well-being with our technology and innovation expertise to address evolving and emerging challenges including cyber-bullying, AI enabled predictive risk analysis hazard spotting, smart PPE, digitalization, and autonomous vehicles.





# ● Health, safety and well-being is in our DNA

BSI is the world leader in developing best practice-based standards to maximize the value of an organization's most important asset – its people.

We have a strong track record in protecting people. BSI's pioneering Safe Working Guidance, first published in May 2020 in response to the urgent need to keep workers safe from COVID-19, led to the creation of ISO/PAS 45005 as an international resource.

This built on our expertise in health and safety management, as demonstrated by the creation of the first guide on occupational health and safety management, BS 8800, which became BS OSHAS 18001 which in turn, was the foundation for the first international occupational health and safety management system – ISO 45001.

We are at the forefront of health, safety and well-being, developing best practice standards on topics that include:

- Valuing people
- Occupational health and safety management
- Fire safety management and competency
- Psychological health and well-being
- Diversity and inclusion
- Smart working
- Pandemic safe working and face coverings

Our heritage for creating trust is further demonstrated by BSI Kitemark™ certification – the ultimate Mark of Trust. Exclusive to us and established for over a century, Kitemark™ certification is recognized by organizations from around the world. This robust and rigorous certification programme, where products are checked on an ongoing basis to ensure they perform as intended, covers items including Personal Protective Equipment (PPE), face coverings, hand sanitizer, fire equipment and a wide range of other safety equipment.



# How does prioritizing people ...

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## Promote decent, safe, healthy work?

Achieving decent, safe, healthy work creates working environments free from injury and high absence rates, enhances talent recruitment and retention, addresses poor or inconsistent quality, overcomes low productivity, boosts morale and achieves compliance with legislation.

BSI can help organizations meet their people's basic safety and physiological needs, reduce operational costs, avoid prosecution and litigation, increase organizational and workforce efficiency and strengthen brand reputation.

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## Boost performance?

Achieving an engaged, committed and productive workforce delivers multiple benefits for organizations. When people are prioritized, it helps to unlock stifled growth, address nagging quality and output issues, overcome poor productivity and skills shortages, enhance innovation and agility and reduce impacts from health and safety incidents and customer complaints.

BSI can help organizations meet their people's psychological needs of esteem and belonging by developing organizational resilience, implementing proactive risk management processes, enhancing brand reputation and increasing growth, innovation and learning.

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## Drive organizational resilience?

Creating a culture where employees are empowered and trusted creates a loyal and creative workforce, attracts and keeps the best, high-performing talent who develop innovative solutions to grow the organization and ensure that it is agile and future ready.

BSI supports clients to create a culture of trust, helping partners to meet their people's fulfilment and actualization needs. We support leading organizations to thrive in an ever-changing world and help them to capitalize on horizon-scanning techniques, increase organizational resilience, strengthen brand reputation and competitiveness, open up new ethical investment opportunities and embed continual improvement.

# ● BSI health, safety and well-being solutions



## Standards

We've been using our expertise to shape and share standards for over a century. As well as accessing and buying standards, we can help you develop a new standard which is a powerful way to establish the integrity of an innovation or approach; provide a bespoke view of standards aligned to your organization's requirements – such as policymaking, innovation or organizational resilience; and with Standards Watch we can keep you up to date with the latest standardization activities in a particular subject area.

## Best practice programme

By combining the right training, gap analysis and assurance solutions through our best practice programme, we support your organizational transformation, accelerating a culture of trust to unlock your people's potential and drive sustainable growth. This programme is available for all management system standards and implementation of the BSI best practice workplace well-being framework – BSI's Prioritizing People Model®.

## Management system certification and BSI Mark of Trust

Our certification services are available for all the main health, safety and well-being standards, including ISO 45001 occupational health and safety management system, ISO 45003 psychological health and safety at work, ISO/PAS 45005 general guidelines for safe working during the COVID-19 pandemic and ISO 39001 road traffic safety management system. We can conduct audits in person, or remotely using our immersive solutions. By partnering with BSI to provide your independent assessment, you can achieve the globally recognized and trusted, BSI Mark of Trust

## Product testing, certification and BSI Kitemark

Our product certification and testing services ensure that safety products including personal protective equipment, fire, construction, electrical and gas products meet the required standards. BSI is a Notified Body for CE marking, an Approved Body for UKCA marking, and owner of BSI Kitemark certification. We have one of the widest testing and certification capabilities in the world giving you confidence in your products and helping you gain access to global markets.

Impartiality is the governing principle of how BSI provides its services. Impartiality means acting fairly and equitably in its dealings with people and in all business operations. It means decisions are made free from any engagements of influences which could affect the objectivity of decision making.

As an accredited certification body, BSI Assurance cannot offer certification to clients where they have also received consultancy from another part of the BSI Group for the same management system. Likewise, we do not offer consultancy to clients when they also seek certification to the same management system.

The British Standards Institution (BSI, a company incorporated by Royal Charter), performs the National Standards Body (NSB) activity in the UK. BSI, together with its Group Companies, also offers a broad portfolio of business solutions other than NSB activity that help businesses worldwide to improve results through Standards-based best practice (such as certification, self-assessment tool, software, product testing, information products and training).



# ● BSI health, safety and well-being solutions

## Customized audits

We can work with you to further enhance your business performance and workplace health, safety and well-being with our customized audit solutions. We offer a flexible approach, starting with a 'landscape review' – workshops to understand status, risk, opportunities and ambitions. We then continue the partnership, working with you to develop and implement internal and/or supplier audits to proactively manage compliance, benchmark your performance and make you future ready. Customized audits options are available for the BSI Prioritizing People Model© on workplace well-being, as well as ISO 45001, ISO 45003 and ISO/PAS 45005 and industry specific specifications.

## Training and qualifications

As the creator of the world's leading standards, we offer a comprehensive suite of management systems, health, safety and well-being and business improvement training and qualifications globally. Our training services include training needs analysis, ongoing career development (CPD) and bespoke and customised training programmes, from concept to delivery, configured to your unique requirements. The content ranges from awareness and implementation through to Certified Professional, as well as Executive Briefing sessions. We deliver our training and qualifications in multiple formats, including live virtual classroom, on-demand (including micro-video), online (computer-based training), distance learning, classroom-based, in-house (on-site at your premises or in a live virtual classroom). We use accelerated learning techniques, to empower your people, at any level which drives productivity and enhance business performance.



## Consultancy

Our consulting services provide a comprehensive range of strategic, management and technical consulting solutions including risk assessment, facility management and inspection, compliance, ergonomics, industrial hygiene, management system implementation, cyber safety, cybersecurity and digital forensics. We also offer safety leadership and cultural change programmes and a range wellness services including workshops, assessments, benchmarking and helping you build a business case for your well-being programme. We utilize our immersive technologies to deliver remote consulting, as well as in person services.

## Digital tools

We support all our services through a range of digital tools. This includes British Standards Online (BSOL) the simple online tool that gives you instant access to standards; delivering our services remotely using immersive technology solutions and the secure BSI platform; and providing data-driven insights through our integrated technology solutions which includes BSI Connect audit, compliance, benchmarking and supply chain tools to manage operational performance and provide a risk-based view of supply chains.

**bsi.connect**

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## About BSI

As the financial, environmental, and social climates of our planet continuously shift, BSI's founding purpose to benefit society is more relevant now than ever before. By shaping, sharing, embedding, assessing, and supporting industry best practice, for 120 years BSI has equipped organizations with the tools and techniques they need to turn today's challenges into tomorrow's opportunities.

Working globally across a range of sectors - with specialist expertise in the built environment, food and retail, automotive and aerospace, and healthcare - BSI offers a range of services and solutions to make organizations more trusted and resilient.

We adopt innovative technology and processes to offer our services in an efficient and effective manner. Adopting a balance of hindsight and foresight, BSI partners with our clients to embed sustainable behaviours for the long-term benefit of their people, their customers, and our planet.

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## BSI health, safety and well-being

Prioritizing people via BSI comes with the confidence of partnering with a trusted, international thought leader with more than 100 years' experience in pioneering new approaches for a resilient future.

Innovation is in our DNA. BSI helped initiate the world's most widely used management systems standards, including ISO 9001 (quality management), ISO 14001 (environmental management) and ISO 27001 (information security).

BSI has been at the forefront of developing best practice for health, safety and well-being since the creation of OHSAS 18001, the world-renowned health and safety management system, which was developed by BSI in 1999. More recently, BSI proposed the development of ISO 45001 and has run the international secretariat supporting the project committee that developed the standard.

bsi.



Read more about our  
services and products  
on our website  
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