

SAFETY ALERT



The 1 Solution to keep your people safe and grow an excellent business.

The Real Cost of Workplace Incidents: What Every Leader Must Know

969 Canadian workers are injured on the job every single day.

85 Canadians lose their lives to workplace incidents every single month.

(Source: Association of Workers' Compensation Boards of Canada)

These aren't just numbers. They're fathers, mothers, friends, colleagues. And they're companies left scrambling—paying the price in ways most leaders never fully calculate.

The Hidden Truth: Incidents Are Not Just “Bad Luck”

“Nearly all workplace incidents are preventable.”

We often call them “accidents.” But in reality, incidents happen because systems fail, hazards are ignored, or supervision falls short. And when they do, the costs ripple out far beyond a medical bill or WCB claim.

The Human Cost

Behind every statistic is a story of pain, lost potential, and family disruption:

- Chronic injuries and long-term rehabilitation
- Anger, depression, and fractured relationships
- Lower quality of life and loss of livelihood

When one life changes, many lives change.

The Business Cost

The “iceberg effect” shows that **indirect costs can be 5–20x higher than direct costs.**

- ✓ Increased WCB premiums
- ✓ Stop-work orders, legal fees, and fines
- ✓ Lost productivity, retraining, and morale issues
- ✓ Damaged reputation and client trust

A \$50,000 incident may require \$500,000 in extra sales at a 10% profit margin just to break even. At 5%, it's \$1,000,000.

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The Legal Cost

Canada's **Bill C-45 (Criminal Code amendment)** makes leaders *personally accountable*.

- Up to **10 years in prison** for causing injury
- **Life in prison** for causing death

Supervisors and executives can't delegate this responsibility—it's yours to own.

The Leadership Opportunity

"Safety isn't a cost—it's intelligence."

Great leaders know safety is a competitive advantage. By building a culture of prevention and care, you:

- Attract and retain top talent
- Win client trust and better contracts
- Protect margins and reduce insurance costs
- Lead with integrity and nobility

When you invest in safety, you're not holding your business back—you're launching it forward.

Final Word

The real cost of workplace incidents is measured in lives, reputations, and opportunities lost. The ROI of safety is measured in thriving people, profitable companies, and the legacy you leave as a leader.

👉 **To the leaders reading this: choose safety. Not out of fear, but out of wisdom, care, and vision.**

Because protecting people is not just the right thing—it's the smartest thing.