

Chapter 12

The Prevention of Work– Related Risks: A Fundamental Principle for Organization With Purpose

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ABSTRACT

The goal of this chapter is to present how security and safety in the workplace, humanistic management, and humanistic psychology have become a fundamental pillar for the fulfillment of business objectives and the intervention on social and environmental issues, all the while recognizing human talent as the main axis for organizational development. For this purpose, the authors rely on two main axes: the first, the prevention of occupational hazards abiding by the guidelines established by different international organisms, including the implementation of governmental policies for the management of occupational safety and health in Latin America and mainly in Colombia; the second, the point of view of business administration, starting with their evolutionary process and leading to the new tendencies in administration such as B companies and businesses with purpose, all of which focus on an economy where success is measures by the wellbeing of people, societies, and nature.

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INTRODUCTION

Organization with purpose seek to redefine the meaning of economic success and wish to develop sustainable capitalism. These companies intend to be not the best in the world, but rather for the world, that is to say, for their stakeholders and, above all, for their employees, facilitating not only their development as people but also caring for their health and seeking their integral wellbeing. For this, it is necessary to intervene in the work environment, the characteristics of the task, and the administrative conditions, all of which are determinant to the health of employees. In general terms, people with a job are in better health than those without and good workplace conditions are associated with better levels of health and wellbeing, not only in employees but also within their families and in society as a whole (ISTAS, 2013).

The above is represented in companies that transcend the traditional version of management; rather than focusing on control and orders, they work on inspiring as well as redefining control, and passion for what is done (Largacha, 2019).

Organization with purpose work on and internalize the dimensions established by Largacha (2019) as follows: social impact and exclusive practices transcended traditional administrative and management practices and had a reflective attitude toward life and companies where dignity and authenticity are guiding lights. This is where the prevention of occupational hazards becomes important in the development of an employees' quality of life, framed in sustainable development goals number 3, Health and Wellbeing, and 8, Decent Work and Economic Growth (UN, 2015) as well as in the II Latin American Strategy for Safety and Health in the workplace 2015-2020 (OISS, 2016), creating purpose not only outwards, but toward the interior of the organization using its most important tool, human talent.

One of the instruments that allows companies to integrate the aspects described above is the management system for Safety and Security in the Workplace, which, according to the ISO 45001:2018 guidelines, is understood as the compilation of connected elements within an organization that interact to establish policies, objectives, and processes to reach these objectives. This management system is characterized by providing a method to evaluate and improve results in the prevention of work-related incidents or accidents through efficient management of the dangers and risks (ILO, 2011).

This chapter aims to establish that, for companies in general and particularly for those titled with purpose, it is of vital importance to assume dignity and human values as fundamental pillars, becoming actively interested in the development of each person's potential within the organization in order to generate a balance between mission, vision, objectives and caring for employees. This is achieved by understanding occupational health and safety (WHO) as a principle that looks out for the wellbeing of employees and, through this, giving solutions to current social and environmental issues.

METHODOLOGY

Several documentary sources were used to find bibliographic resources, developing a search in academic databases such as Scopus, ScienceDirect, Dialnet, Redalyc and Scielo; as well as a search using the "google academic" tool using the descriptors: Organizations with purpose, B corporations, Business Administration, Humanist Psychology, Humanist Management, Work Safety, and Work Health. The records obtained after searching with the different descriptors, ranged between 95 and 23. In the same way, an analysis of the evolution of standards related to health and safety at work in Colombia and at

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