



Safety Dimensions
Leading people to safety

OUR CAPABILITY



Safety Dimensions
trains and develops
leaders to transform
safety behaviours,
enable compliance and
ensure due diligence.



Safety Dimensions are workplace safety performance specialists, delivering transformational behavioural safety programs, safety leadership capability development and cultural change programs. We've done this throughout Australia and internationally for over 21 years.

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WHY SAFETY MATTERS

As a leader, you want your workplace and those in it to be safe. Yet hanging over everyone's head is the financial, legal, brand and, importantly, the moral and personal impacts that can result from an unsafe workplace.

As a leader, you are faced with the possibility of:

- People being **hurt** on your watch
- **Pain** and suffering of the worker and their families
- **Financial costs** of not getting safety right, including rising premiums
- Potential damage to your **brand**, company and personal reputation
- Unfavourable **scorecard statistics** around Lost Time Injury (LTI) or Total Recordable Injury Frequency Rate (TRIFR)
- The **legal** repercussions and your personal liability

It's no coincidence that organisations who invest in safety leadership and training are the companies that reduce their costs.

What results do our clients get?

One of our clients attributed the reduction in their costs (approx \$10m) directly to the success and partnership of the Safety Dimensions programs. Another client won a multi-billion dollar project based on their improved safety performance after implementing our program.

Watch our short video on Workplace Safety Accountability



www.safetydimensions.com.au

Given all your accountabilities, how confident are you that safety gets the attention required to reduce risk before someone gets hurt?

If an incident occurs in your workplace, it is accepted that a strong defence can be built on two key questions to determine if you, the leader, have undertaken adequate due diligence.

You will be asked to demonstrate what you have done personally to keep your workplace safe, and your team will be asked what you have done.

You must be able to demonstrate that you did and continue to confront the risk, ensure compliance and instil safe daily work practices.

Ask yourself these 6 powerful questions to establish where you confront risk:

- 1 Do you know what you are accountable for?
- 2 How do you know what the key hazards and risks are?
- 3 How do you maintain a clear picture of these key risks and stay alert of new ones that might emerge?
- 4 What are critical controls you use to manage these risks? Can they be eliminated or controlled?
- 5 How do you know if these controls are actually in place?
- 6 How do you know if your controls are still effective in managing the risks? How do you challenge the status quo?

Once you've answered these questions, how do you ensure each member of your team:

- Applies the required standards?
- Is mindful of the risk (both in the planning and doing)?
- Is involved and speaks up?

These are the challenges that Safety Dimensions supports our clients to meet, through our award-winning training and development programs.



WHAT DO WE DO?

As a leader you know the risks. How confident are you that they are under control?

Safety Dimensions trains and develops leaders to do what's required to tangibly change organisational safety behaviour, enable compliance and ensure due diligence. We know how important it is to create a sustainable safety culture that gives your people the right skill sets, mindsets and tools, rather than just putting more 'rules' or paper trails in place.

With a demonstrated track record of success in embedding the behaviours that lead to a sustained safety culture, Safety Dimensions has worked with well over 150 safety-focused companies in Australia and around the globe. Our experience spans industries such as construction, mining, aviation, rail, government, retail, banking and finance, energy, transport and logistics, manufacturing, healthcare, oil and gas and infrastructure.

Our approach increases engagement at all levels, ensures corporate governance, reduces LTIs and Work Cover claims, and most importantly, gives workers and organisations the skills to send each person home safely every day.

What is common to all our work is the effectiveness with which we help organisations to create a new organisational context where safety, health and wellbeing are genuinely valued attributes of all leaders and their teams. Last year alone we worked with over 10,000 learners who left our programs committed to making safety their personal responsibility and with the skills to embed this thinking across their workplace.

As a Registered Training Organisation (RTO), we deliver nationally accredited and non-accredited behavioural safety training with the bench strength to cater for both large and small interventions. Our solutions include multi-day training programs, short modules, brief coaching sessions and a myriad of blended learning (combined online and face-to-face) options to meet today's requirements for multi-modal approaches.

With deep capability in the field of values, cultural change and leadership capability development, our qualified consultants and facilitators are experienced across all areas of sustainable behavioural change, learning and development, including cultural assessments and review, needs analysis and strategy design, instructional design, facilitation and delivery, coaching and e-learning.



OUR CLIENT APPROACH

We ensure every program is customised to your organisation's safety maturity, culture, industry and specific situations, unique only to you.

Not every organisation starts from the same place when it comes to safety. Not every organisation has the same challenges and not every organisation has the same aspirations.

Start Where You Are

Safety Dimensions works with organisations by first analysing your culture and the current level of safety maturity. We build on what has happened in the past and support your organisation to create a new future where safety is 'just the way things are done around here'. We remain flexible and agile in our approach because we know that once we start work, your aspirations can change.

Value

We know that many organisations have made significant investments to get their people focused on safety, only to find the results are short lived.

Safety Dimensions understands the drivers of change and therefore no program, project or intervention is ever the same – one size does not fit all.

We Tailor For Your Needs

Safety Dimensions ensures every program is customised to each organisation. We start where you are, and tailor our training and development programs to you.

This makes our programs incredibly relevant and applicable and the more relevant the program, the easier its implementation into the culture, resulting in a tangible, measurable behavioural change.

We offer the option to license our clients to roll out our programs.

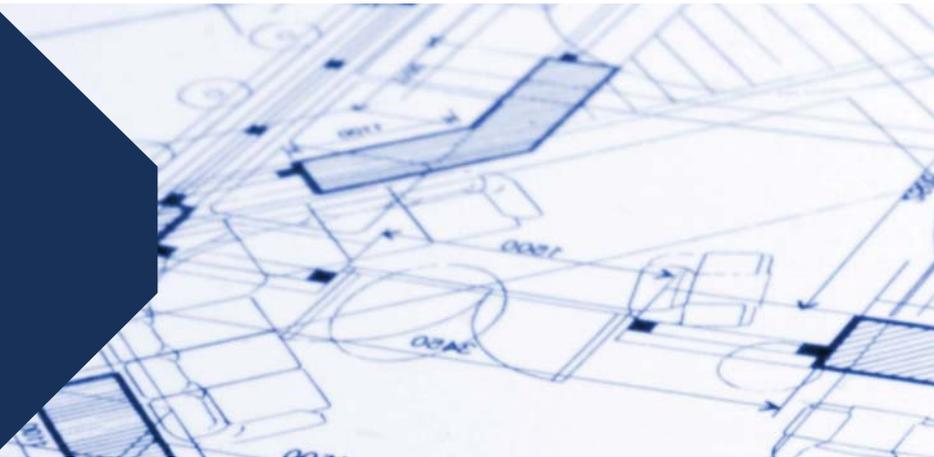
Your organisation and Registered Training Organisations have the opportunity to tap into Safety Dimensions' high quality programs through licensing arrangements. As a licensee, you will save hundreds of hours in design, pre-training quality assurance and assessment of the programs.

We've licensed organisations in the construction, retail, banking and aviation industries to run our programs internally and our design, robust accreditation process and follow-through ensures organisations with existing delivery teams can successfully implement behavioural safety programs using your internal resources.

Included in the licensing fee is a provision to have the materials contextualised to your specific organisational requirements, and to add your branding into the materials. When the licensing agreement takes effect, you are fully supported by the Safety Dimensions team, and you'll experience first-hand our comprehensive (and clear) induction, followed by a coaching program that makes our licensing arrangements work seamlessly and with no fuss.



HOW WE WORK



1

Diagnose the gap

Safety Dimensions helps leaders pinpoint their organisation's safety maturity and uncover the reasons why their workplaces are not injury-free and why current systems and procedures are not working. Most organisations want to move beyond paperwork, or a 'box-ticking' compliance exercise, towards a workplace where safety is inherent.

Our approach toward discovering and acknowledging your 'base-line information' provides great value to our clients right from the start. It is more than just fact-finding. This process helps to build higher order

leadership practices. Our approach utilises the latest tools in a highly consultative and collaborative manner.

Our recommendations could include:

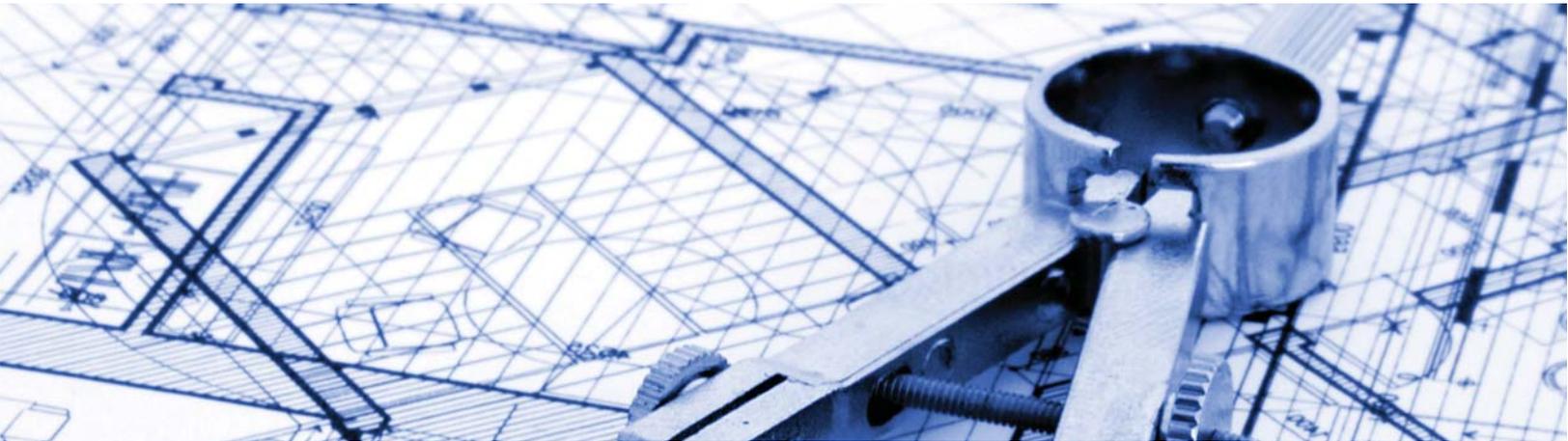
- Survey tools
- Interviews
- Analysis of strategic plans
- Skills training
- Process improvement
- HR or Safety team development

Where is your culture right now?

Before we start, we identify your cultural maturity so we know where to begin.



Based on Patrick Hudson 2007



2 Build the safety mindset and shift behaviours

When everyone in the business plays a role, the organisation's safety mindset transforms from something 'we have to do' to a culture where safe thinking and behaviour is embedded into every task, every interaction, every day.

We work alongside you to create a culture of willing compliance – where people understand early warning signs and take personal responsibility for identifying lead indicators. Some organisations are trapped in thinking that the way to manage safety in the workplace is through rules and fear.

There really is a better way.

We help people to not only think differently about their roles, we provide real strategies that work in the day-to-day workplace. Our programs result in clarity, confidence and competence. These '3 Cs' are at the heart of a safety culture that is aligned with all of the organisational values and reflected in the behaviours of its people.

Everyone in the organisation must know what 'good, safe practice' looks like in every aspect of their role and responsibilities. **That's clarity.**

All leaders need to be able to consult with team members about their actions (which can be challenging for even experienced leaders). They need to have the skills to have difficult conversations. **That's confidence.**

And everyone must be able to *demonstrate* a high standard of safety leadership – regardless of the position they hold in the organisation. **That's competence.**

3 Sustainability – ensure it works

We provide the right kind of training and learning to build and embed new safety behaviours. It is just as critical to make sure it works – especially down the track when the obstacles and 'old ways of working' can start to creep in again. That's when you need the support to stay vigilant and know that the new behaviours and awareness are front of mind.

Safety Dimensions recognises the sustainability of your program is truly where the 'rubber meets the road'.

That is why we have developed our ACTIONS 4 ME personal strategy and goal achievement program.

This 8 week program, run via the web, allows each participant to stay focused on relevant messages and specific actions, and receive reports that track their progress against their agreed goals and targets.

We can further enhance sustainability through these proven initiatives:

- **We maintain contact** with you to ensure your program is still the right fit and is continuing to yield results
- We help you **identify and develop internal 'champions'** who can mentor and coach high performing team members and role model expected behaviours
- We help you determine the **level of accountability expected** of your leaders who will monitor and manage poor safety performance and unsafe or at-risk behaviours
- We help you decide how to approach, and attend to, poor performance, including the use of **consequence management**

OUR PEOPLE



Safety Dimensions and its sister brand Leadership Dimensions has the size and scope to deliver very large or unique projects. Our programs are customised and managed by our team of experts – and the results speak for themselves.



Facilitators

“Every learner engages and builds skills they can implement immediately.”

40 specialist consultants, facilitators, trainers, psychologists and coaches are located throughout Australia, delivering both accredited and non-accredited programs. Becoming a facilitator with us requires a rigorous accreditation process with only the very best being available to our clients.

Our facilitators are:

- Highly credentialed
- Exceptional leaders of learners
- Able to apply best practice organisational and personal methodology

All our facilitators can create an environment that enables the creation of new neural pathways that lead to behavioural change.



Instructional Designers

“What’s memorable is remembered.”

Using proven design methodology and the latest safety, neuroscience and leadership research, we can deliver for you or design so we can license your company to take it in-house.



Account Managers

“It’s critical to deliver on our promises.”

Your Account Manager will add insights and highlight trends as they oversee the entire project team. Outcomes are reached each and every time.



Project Managers

“Each client is treated like our only client.”

Dedicated Project Managers seamlessly manage the end-to-end process of your project, backed up by our custom-designed IT platform.



Graphic Designers

“Getting the perfect look and feel every time.”

Our internal graphic design and editing team ensures participant materials look good, represent your brand, and are easy to use.



Leadership

“You have no credibility unless you walk the talk.”

Our Management understands we need to deliver what we promise to the standard you demand, and with the outcomes you desire.



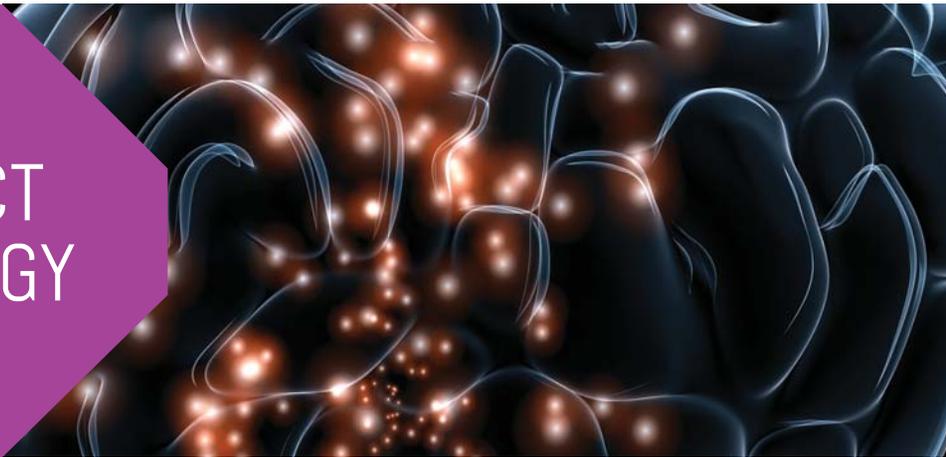
Academic Team

“Our accredited programs embed new behaviours and provide a recognised qualification.”

With over 8,600 people currently undertaking applied learning qualifications with us, we provide a seamless, and supportive approach to formal education.



OUR PROJECT METHODOLOGY



Neuroscience is an evidenced based approach to understanding how our brain selects new ways of thinking and behaving. Safety Dimensions uses the latest research in neuroscience and thought leadership in our programs.

The Research

Neuroscience is an evidenced-based approach to understanding how our brain selects new ways of thinking and behaving, and provides current evidence to show that it is possible to shift our hard-wired ways of operating.

Our goal is to integrate the insights drawn from the world of neuroscience and neuroleadership and illuminate, with simple activities, how we can 'rewire' our unconscious behaviours (habits) and create new, safer behaviours.

How?

We know that the brain is highly activated during moments of insight – these new connections can overcome resistance to change and then with continued practice, create new habits. At Safety Dimensions, our training programs are designed to provide a series of these moments of insight to help create the new habits.

Given the brain's short capacity for working memory, we design programs so that theory is punctuated regularly with active and practical activities.

Training that is based on external influence alone (i.e. better management or communications) will not deliver sustained change. Individuals must have personal motivators and preferences in order to follow through on change that will make a difference. We always draw learners back to their day-to-day tasks in order to create relevance and then reinforce a different way of doing things through workplace tasks and applied learning.

By working with each individual on their own hard-wired thoughts, actions and beliefs and helping to establish new neural pathways, these new ways of thinking and behaving soon become "the way we do things around here".

Design Methodology

Safety Dimensions uses a wide variety of mediums to carry and reinforce learning. These include: contemporary models, case studies, scenarios, stories, role rehearsal, individual reflection, exploration, group discussion, activities and discovery learning, and are incorporated into clear and user-friendly participant manuals. At all times activities are directly linked to the learning, tailored to the participants' environment and reinforce the topic being studied.

Our programs are designed to ensure:

- High levels of personal relevance
- Scenarios and case studies are relevant to your industry
- Behaviours are changed and sustained
- Applying the learning in the workplace is easy

Learners report that our programs provide:

- Stimulus to change current thinking
- Practical solutions for new ways of operating
- Inspiration to make personal changes that are sustainable
- Clarity and confidence to use new skills

Feedback at the completion of our programs demonstrates changes in attitudes, behaviours and actions.



WHAT OUR CLIENTS SAY

"Air NZ partnered with Safety Dimensions (SD) to deliver a Safety Leadership Program that equipped all staff in leadership roles to engage in i.L.E.A.D.[®] conversations relating to 'at risk behaviours'. This involved over 2000 staff who are leaders in Air NZ from Senior Executives to Leadhands. SD trained Air NZ facilitators who co-facilitated with SD until they were competent and confident to facilitate. The SD facilitators were exceptional in positioning the team of Air NZ facilitators to facilitate to a high standard. The workbooks that were developed and customised to individual business areas is a resource that we continue to use in the induction of new leaders.

This program has assisted Air NZ to continue to improve in its safety journey and has enabled the company to take the next step in achieving its vision of zero harm in the workplace."

— Panu Raea, GM Safety & Employee Wellbeing
Air New Zealand

The BMD Seymour Whyte Joint Venture, delivering the Port of Brisbane Motorway upgrade, won the 2012 Industry Leaders and Training award for outstanding commitment to training.

"Thanks to the assistance of Safety Dimensions in helping us build a culture of behavioural safety leadership on our project. As a project we have focused our efforts on developing safety leaders at all levels. It is very rewarding that this effort has been recognised by industry."

— Kylie Jarrard, HR & Training Advisor
BMD Seymour Whyte Joint Venture

"In 2003, in my capacity as Executive General Manager – John Holland Group Pty Limited, I engaged Safety Dimensions. Safety Dimensions was a very significant success by all measures... John Holland was able to dramatically improve the safety of its workforce and that of its subcontractors, with the incidence of Class One events reduced by an annual 20%. We were then able to move to a fully integrated management system, where safety, quality, environment and commercial risks were addressed by a single management system and where the 'language' of risk became consistent across the company's operations. This produced widespread improvements in all areas of the business."

— Stephen Sasse, Former Executive General Manager
John Holland Group

"Within 18 months of engaging Safety Dimensions, we had LTIs reduce by 50% and all leaders moved from safety awareness to leaders of safety."

— Deb De Carli, Corporate Safety Manager
Loy Yang, Mine & Power Station

"Over the past 12 months, Safety Dimensions has worked closely with us to deliver a tailored safety leadership program to all levels of our business. During this time, we have seen a significant improvement in our safety attitudes and behaviours, which has resulted in a 33% reduction in our Lost Time Injuries and a 42% reduction in our Lost Time Injury Frequency Rate over 12 months."

— General Manager, large transport company

ABOUT US



Learning Dimensions Network (LDN) is the parent company and Registered Training Organisation comprising the following three divisions:



Leadership Dimensions specialises in the performance, productivity, wellbeing and development of your people. Our suite of accredited and non-accredited programs align with the World Health Organization's (WHO) definition of wellbeing, "A state in which every individual realises their own **potential**, can cope with the normal **stressors** of life, can work **productively** and fruitfully and is able to make a **contribution** to their community."



Safety Dimensions supports organisations to effectively deal with safety performance challenges. We train and develop leaders to do what's required to tangibly change organisational safety behaviour, enable compliance and ensure due diligence. We know how important it is to create a sustainable safety culture that gives your people the right skill sets, mindsets and tools, rather than just putting more 'rules' or paper trails in place.

Our approach increases engagement at all levels, be it your leaders, safety teams or employees, to ensure corporate governance, reduced LTIs and Work Cover claims, and most importantly, to give workers and your organisation the skills to send each person home safely every day.



In 2014, LDN launched a new division focused on accredited skills training. **Workplace Dimensions** is not a school or a TAFE, yet our graduates walk out with all the skills they need to grow their careers. We've taken our experience of working with Australasia's largest companies in the development and delivery of high impact training to thousands of people around the country and created relevant, intensive, nationally accredited Certificate IV and Language, Literacy and Numeracy Upgrade programs open to small groups and the general public. Our programs run throughout Australia.

CONTACT US



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With offices in Melbourne, Brisbane, Sydney, Canberra and Kuala Lumpur