



COURSE OUTLINE

ENGAGING THE HEARTS AND MINDS



Creating and sustaining a strong safety culture

This best-practice 'hearts and minds' program blends two safety approaches. They are:

1. Engaging the mind through Behavioural Based Safety (BBS)

BBS 'engages the mind' by focusing on the ABC of behaviour change. It focuses on motivating through creating activators (A) or triggers via systems and processes, combined with focusing on the consequences (C) of the unsafe act in order to stop or start a behaviour (B).

2. Engaging the heart through Values Based Safety (VBS)

VBS 'engages the heart' by focusing on what drives behaviour at a deep internal level. VBS believes behaviour change is created through aligning safety with the values and beliefs of the individual. When blended together, Safety Dimensions' approach captures the hearts and minds of program participants to ensure sustainable behaviour change is sustained over time.

'Time and time again research says unsafe acts (behaviours) contribute to 80% of accidents or incidents whilst unsafe conditions contribute to 20% of accidents or incidents. Because of this it is important to engage both the hearts and minds when creating a strong safety culture'

Safety Dimensions customises its 2-day BBS/VBS program to your organisation.

Designed for groups of 8-20, this practical and engaging program covers eight topics. They are:

1. Safety is personal – Understanding why is safety important to you.

- » Safety is a core value that is passed to most of us from the moment we are born
- » Caring for self and others so that we are healthy and safe is a natural part of being human
- » We uncover individual values on safety and unpack why people feel this is important to them

2. Safety in the workplace – When do you feel safe at work? Why?

- » Instinctively we know if somewhere feels safe and we cognitively know what is needed to ensure a safe healthy work environment – however it is not often that people link the feeling with the organisational processes in order to be safe at work
- » We uncover what elements contribute to that feeling e.g. policies, procedures, behaviours, role modelling and link this to the organisation therefore making following these processes personally relevant to the participant

3. Why do people behave the way they do? The psychology of human behaviour and human factors

- » People behave in a particular way based on what is driving their external environment such as level and style of leadership, management and supervision, standards, time pressures etc.
- » Alternatively people behave based on their personal understanding of the consequences from a set of behaviour, i.e. is it rewarding or punishing?
- » In this session we review human factors and look at the participant's role

4. Changing Safety behaviour – Communication and consultation

- » We identify what makes a good safety conversation and discuss how to move from 'tell' to 'consult'
- » Through discussing differing communication styles for different messages participants practice the structure of holding a safety conversation and gaining peer feedback/coaching against a set of pre-identified behaviours
- » As a result of this practice and recognising strengths and areas for improvement, participants gain confidence to address 'tough' issues as well as praise safe behaviour genuinely

5. What makes a good safety culture – The Hudson maturity model

- » In this session we ask:
 - » What is culture? Why is it important?
 - » As informal or formal leaders, how can we harness our existing safety culture to influence towards greater levels of safety maturity?
- » Once understanding safety culture, participants will apply the Hudson maturity ladder to identify 'local' maturity and how they can best positively influence it

6. Strengthening the culture – Identifying and managing risk

- » Identifying and managing hazards and risk is something we do naturally in our lives – in the workplace we are more focused because often the stakes are higher
- » Individually participants review critical hazards and risks in their workplace
- » We introduce the Hierarchy of Controls and discuss the Powerful 6 questions, which are designed to ensure participants manage risk in their own area of responsibility each and every day

7. Strengthening the culture – Setting standards

- » This sessions discusses what is acceptable and unacceptable behaviour and introduces the concept of a 'Fair and Just' culture
- » We discuss the need for consistency amongst leaders in their approach to at risk or unsafe/unhealthy behaviours and actions of others and create a structure of how to do this

8. Embedding new beliefs, attitudes and behaviours – The next steps

Step 1 – Engaging and involving others

- » Learning a structured approach to leading team meetings to engage hearts and minds of others
- » Using stories, incidents and experiences, participants will learn how to engage others to create valued contribution to a topic, idea, action

Step 2 – Developing and maintaining networks and relationships

- » Identification of stakeholders needed for embedding change
- » Creation of an engagement plan to harness key stakeholders endorsement and involvement in order to move to build stronger more focused relationships around health and safety

Step 3 – Embedding change

- » Creating a personal action plan to ensure participants leave with tangible actions they can apply back in the workplace
- » Create peer feedback groups for 'feed-forward' coaching sessions

