

ZIP:

Leading a Safe Culture



The Challenge

Are your leaders driving the kind of safety culture you want?

Sentis research shows that leaders are critical in driving positive safety cultures. Yet, only 24% of leaders display strong safety leadership capabilities.¹ Many leaders are promoted through the ranks into positions of leadership, without the leadership skills and capability to build a positive culture, or even more challenging, turn around a negative safety culture.

It's also common for organisations to lack a strong safety vision that leaders can get behind and support within their teams. If leaders cannot paint a clear picture and vision of what their positive safety culture looks like, it's very challenging for them to motivate, reward, and inspire their team to go above and beyond to achieve this vision.

¹ Based on a study of 8,747 participants across heavy industry. See 'The State of Safety Leadership' report, available at sentis.com.au/insights

The Solution

Sentis' *ZIP - Leading a Safe Culture* picks up where *ZIP - Taking Control of my Safety* leaves off and is designed for all leaders from frontline level to senior executives. The program focuses on developing capabilities within your leadership team that will support your organisation on its journey towards safety citizenship. This is an important step to ensure all leaders have a common set of effective leadership skills and are aligned in a consistent leadership approach to drive cultural improvement.

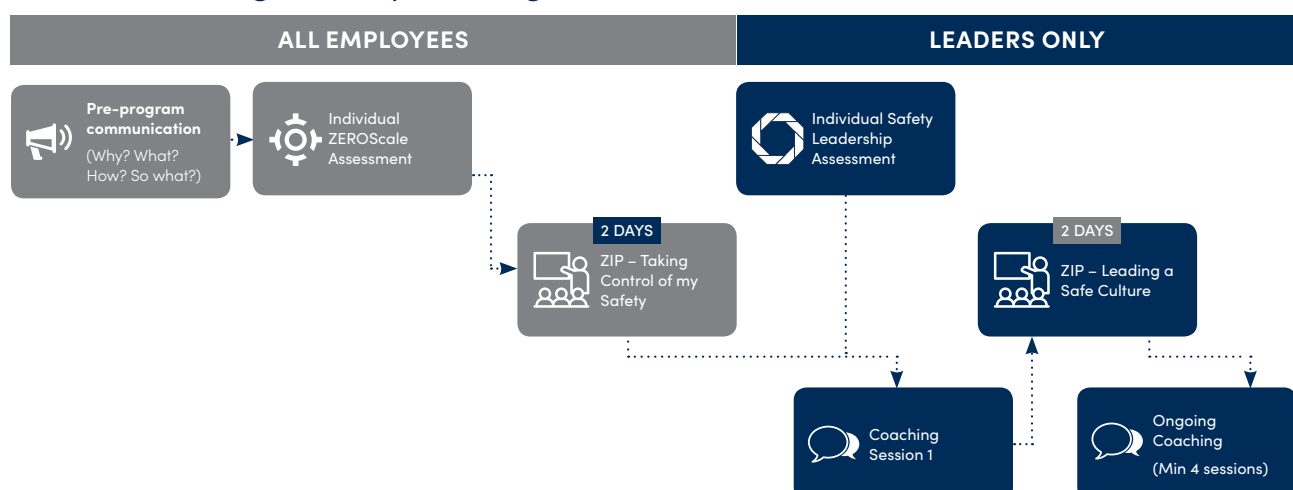
The success of developing and maintaining a strong safety culture relies on authentic and transformational leadership to drive the cultural expectations; to role model expected attitudes and behaviours; and to effectively coach and influence teams towards 'safety citizenship'—where all employees go above and beyond to continuously improve the safety culture because they want to, not because they have to. *ZIP - Leading a Safe Culture* introduces leaders to the '8 Safety Leadership Competencies':

8 Safety Leadership Competencies

1. **Supporting** team members through active monitoring of team members' performance and compliance with safety standards.
2. **Recognising** and rewarding team members based on the achievement of high safety performance.
3. **Actively caring** for the health, safety, and general wellbeing of individuals within the team.
4. **Collaborating** with the team on safety issues and decisions through a consultative process.
5. Sharing a **vision** of the teams' safety goals and communicating the 'roadmap' to achieve them.
6. **Inspiring** the team towards their vision with motivational and encouraging communications.
7. **Role modelling** of positive safety behaviours, thereby setting the benchmark that is expected.
8. **Challenging** people to think about safety challenges and scenarios in ways that they might not have considered before.



Understanding ZIP in your Organisation



The Psychology Behind ZIP

ZIP - Leading a Safe Culture is experientially based, extremely informative and interesting. After training each leader will understand:

- The psychology of how to influence helpful attitudes and challenge unhelpful attitudes
- How to lead effectively towards a safety vision, and the impact of their behaviour as a leader on the safety culture within their team
- Strategies to build trust and psychological safety in the workplace
- How to promote desired safety behaviours and role model expectations and behaviours
- The importance of leading consciously and choosing helpful responses when dealing with safety challenges
- Strategies that will support team members to meet role expectations, and promote continuous improvement
- How to use a communication framework to respond to challenging situations, minimise resistance to change, improve team understanding, and encourage a solution-focused outcome.

ZIP - Leading a Safe Culture participants are provided with a full set of program materials including workbooks, pocket refresher cards, pens, as well as a set of factsheets that you can send out fortnightly to refresh participants on the content and provide suggestions for application. The program consists of 32 hours of face-to-face training delivered by two Sentis Consultants. It can be delivered in two, two-day blocks, or broken down and configured in a delivery model that will better suit your business needs. Sentis recommends a group size of 15 to ensure participants can be actively engaged in activities, discussions and role plays. Programs tailored to leadership level (e.g., senior leaders, middle managers, frontline leaders) are also available to ensure the program is practical and relevant to all participants.



The Outcome

ZIP - *Leading a Safe Culture* will build a consistent approach to safety leadership within your organisation and provide a common language and set of tools that leaders can use to build a positive safety culture. Leaders will understand the goal of safety citizenship, and how their behaviours and expectations can support their team to achieve the vision.

ZIP - Leading a Safe Culture leads to:

- More mature safety cultures where employees go above and beyond basic compliance
- Increased quality and quantity of safety conversations between leaders and teams
- Greater influencing skills within the leadership team to drive team adherence to safety protocols
- Increased safety innovation and continuous improvement
- Greater commitment to the safety vision, and increased motivation to achieve safety goals
- Improved engagement in safety initiatives
- Improved lead and lag indicators
- Greater willingness of employees to report errors and incidents.



Ready to receive a holistic view of your safety culture and a roadmap to take you to a new level of safety excellence?

Get in touch with one of our expert consultants today

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sentis.com.au