

Insight-led.  
Interactive.  
Outcome-driven.

Creating a Compelling Safety  
Vision for Safe, Productive Work

## Creating a Compelling Safety Vision for Safe, Productive Work

The ability to create, promote and maintain a clear vision for safe, productive work is a core safety leadership competency. Yet, in a recent study of 535 leaders representing four high-risk industries, only 12% rated themselves as highly effective at sharing a safety vision, while almost one in four rated themselves as ineffective. Leaders who can communicate a safety vision well assist their team to see how the vision can practically be implemented through their day-to-day operations. They encourage employees to continuously embrace the vision and, as a result, see improved engagement and safe work performance from the team.

**8,747**  
surveys  
completed

**8,212**  
upwards  
perceptions  
of safety  
leadership

**535**  
self-perceptions  
of safety  
leadership

**9**  
industries

**5**  
locations

**ONLY 1 IN 4 LEADERS  
DEMONSTRATE STRONG  
SAFETY LEADERSHIP**



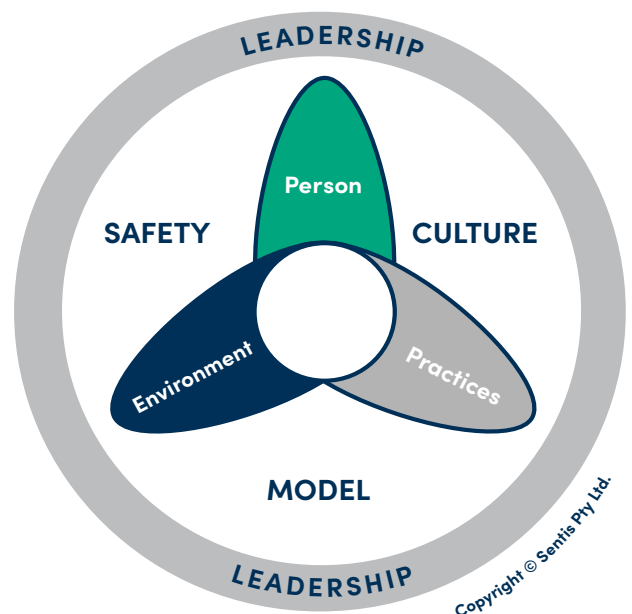
## Creating a Compelling Safety Vision for Safe, Productive Work

### Why Vision?

The ability to create, share and reinforce a compelling safety vision is a leadership skill that motivates and provides guidance and direction. A safety vision sets the standard of excellence and gives individuals a goal to work towards. It creates meaning in the day-to-day safety activities that teams undertake.

When a team is inspired and engaged by a vision, they know where they are going and what they need to do to get there. Importantly, they continue to work towards shared goals associated with the vision, even when their leader is not physically present.

Strong safety leaders understand what it will really take to achieve the vision, are able to clearly articulate the vision to their teams in inspiring and engaging ways, and role-model the attitudes and behaviours required to achieve the vision on a constant basis.





## VISION AS A CORE COMPETENCY

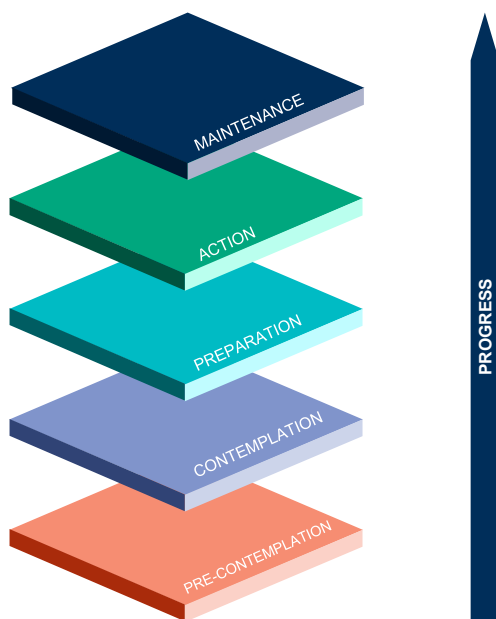
In our recent study of 535 safety leaders, results indicated that leaders rate themselves lowest for *Vision*, a core safety leadership competency.



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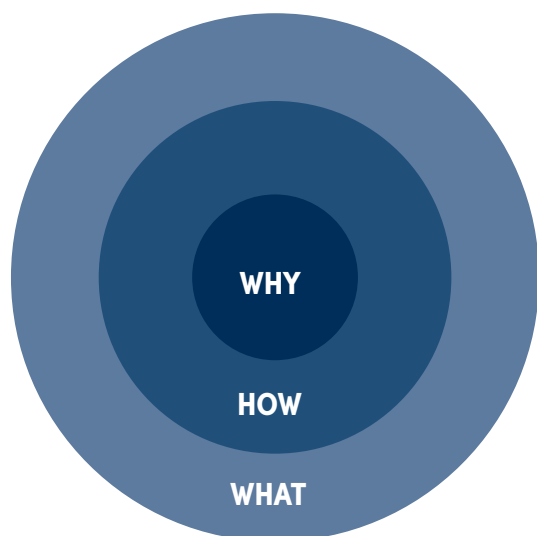
## THE STAGES OF CHANGE



Adapted from Prochaska & DiClemente



## CREATING A COMPELLING SAFETY VISION



Adapted from Simon Sinek's Golden Circle



## MY LEADERSHIP REFLECTION

**STRENGTHS**

**OPPORTUNITIES**

# Effective Safety Leadership

Eight critical behaviours define effective safety leadership performance. Scientifically-validated, the Sentis Safety Leadership Model below details these eight competencies:



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





“A leader takes people where they want to go. A great leader takes people where they don’t necessarily want to go but ought to be.”

Rosalynn Carter



## About Sentis

Offering safety culture assessments, training, coaching and consulting, Sentis helps organisations to break through the safety plateau and achieve positive safety culture change. As experts in applied psychology and neuroscience, we make safety personal and equip employees with the knowledge, skills and motivation to make safer choices, each and every day. This leads to safer, more engaged workplaces, as well as increased productivity, leadership capability and transformational, sustainable safety culture change. Since the introduction of our pioneering ZIP program in 2003, Sentis has empowered more than 350 companies and 160,000 individuals to think differently about safety.

**Driving a Positive Safety Culture**

Lessons for safety leaders and management from 73 sites across agriculture, construction, government, healthcare, manufacturing, mining, oil and gas, and utilities.

- 5,011 people interviewed
- 597 hours of interviews
- 562 focus groups
- 155 observations made
- 73 sites visited
- 819 cultural themes identified
- 21,711 lessons compiled

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Discover more at [sentis.com.au/insights](https://sentis.com.au/insights)

If you would like to learn more about Sentis diagnostic tools, our *Insights-to-Action Roadmap* and how we can help you to create safety culture change in your organisation, contact us at [sentis.com.au](https://sentis.com.au) or by calling **1300 653 042**.