

# ENCOURAGING A CULTURE OF SAFE PRODUCTION



**To change the lives  
of individuals and  
organisations for the  
better, every day.**



# Your Presenter

Anthony Gibbs, CEO

# Webinar Panel: How to use

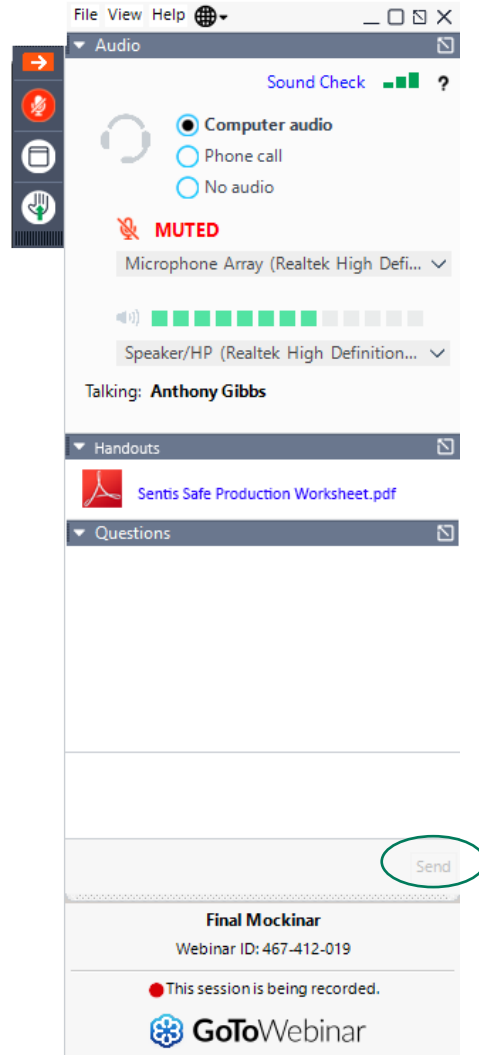
Open/close your control panel here

Participants are muted

Download handouts

Send comments/questions here

Today's webinar is being recorded



# Today's handout



Insight-led.  
Interactive.  
Outcome-driven.

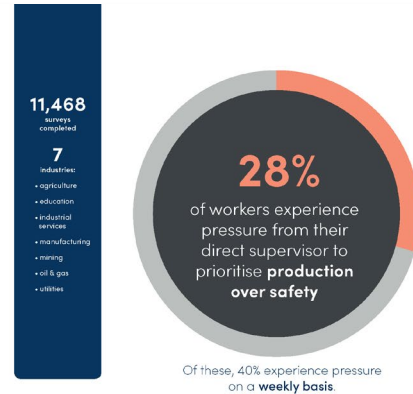
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Encouraging a Culture of Safe Production

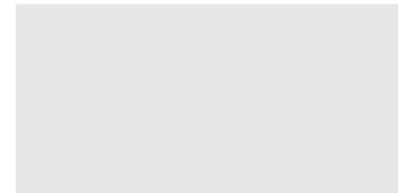
**Encouraging a Culture of Safe Production**

A recent study of 11,468 participants has found that 28% of workers report experiencing pressure from their direct supervisor to prioritise production over safety. Of those, 40% report experiencing this pressure on a weekly basis. In an environment where supervisors prioritise production over safety, it's not a question of if an incident will occur, but when and how serious. So, why is it that safe production seems to elude so many organisations? And what can leaders do to make a change?

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### Creating a Culture of Safe Production



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**Outcomes of Production Pressure**

**Safety Culture Maturity Model**



86% of organisational sites sit below Private Compliance

**COUNTER PRODUCTIVITY** **PRIVATE COMPLIANCE** **PUBLIC COMPLIANCE** **HELPSHIP** **CITIZENSHIP**


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My Insights and Actions

**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 ZEP program in 2003, Sentis has empowered more than 350 companies and 160,000 individuals to think differently about safety.



Download the full study at [sentis.com.au/insights](http://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](http://sentis.com.au) or by calling **1300 653 042**

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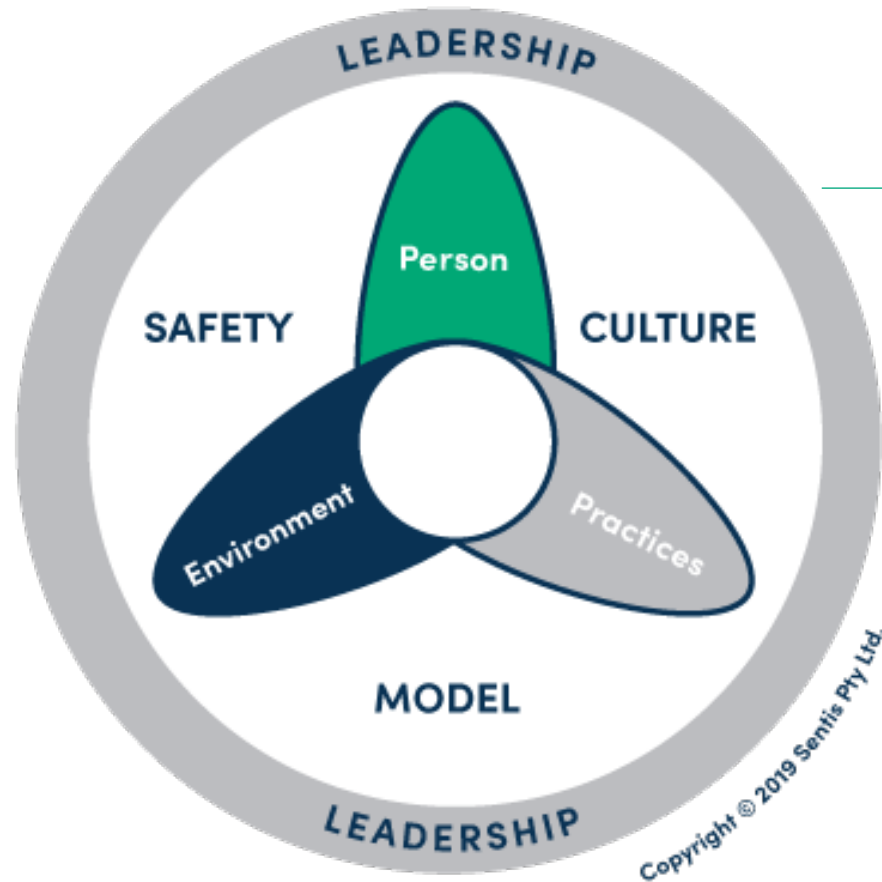
# AGENDA

- 1 OVERVIEW
- 2 THE CURRENT INSIGHTS
- 3 THE IMPACT OF CULTURE & LEADERSHIP
- 4 A CULTURE OF SAFE PRODUCTION



**Let's take a quick poll...**

# UNDERSTANDING SAFETY CULTURE



23 dimensions of safety culture including

- Equipment, tools and machinery
- Hazard awareness and control
- Safety mission and vision
- Contractor management
- Safety training and development
- Supervisor safety commitment
- Safety communication
- Willingness to report incidents/errors
- And more...





11,468 participants  
(representing all employee and leader levels)

7 industries

MINING

MANUFACTURING

OIL AND GAS

EDUCATION

INDUSTRIAL SERVICES

AGRICULTURE

UTILITIES

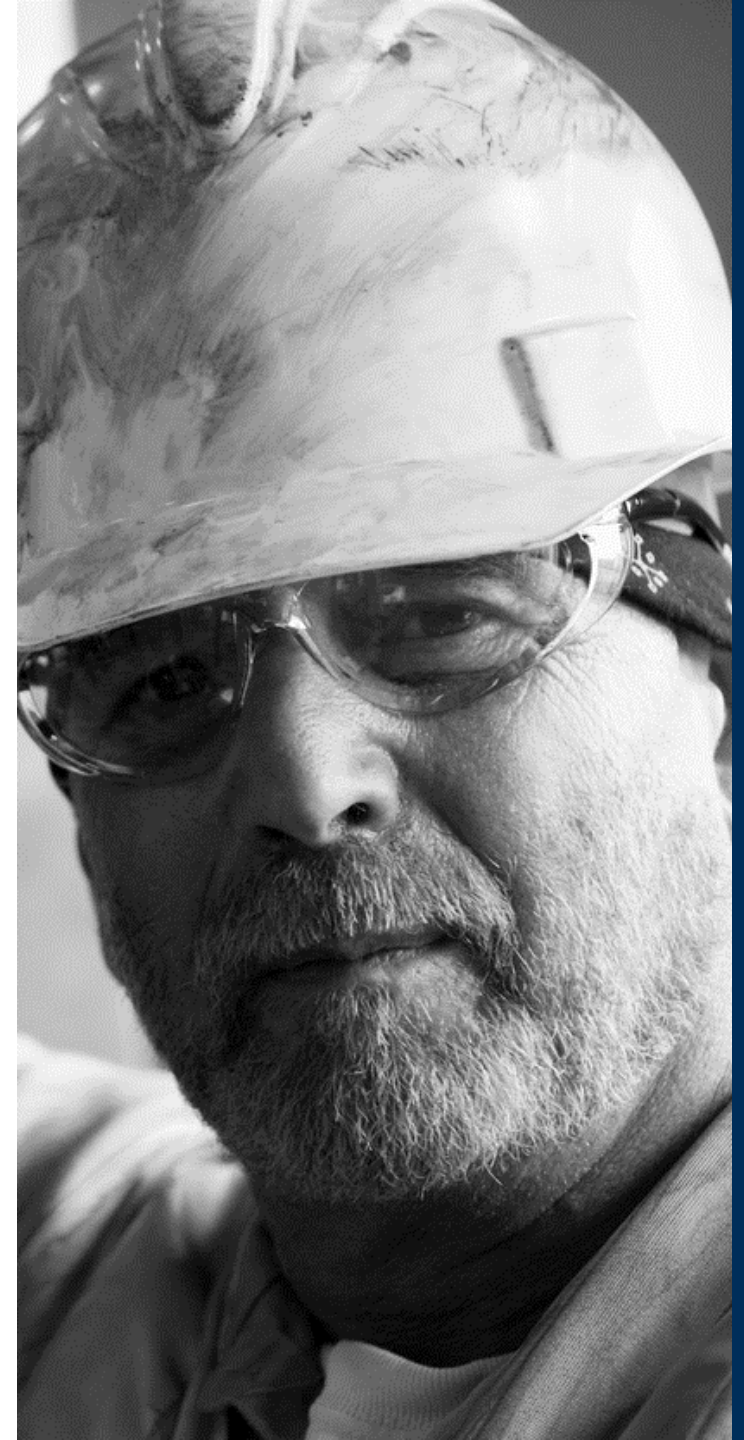
# 28%

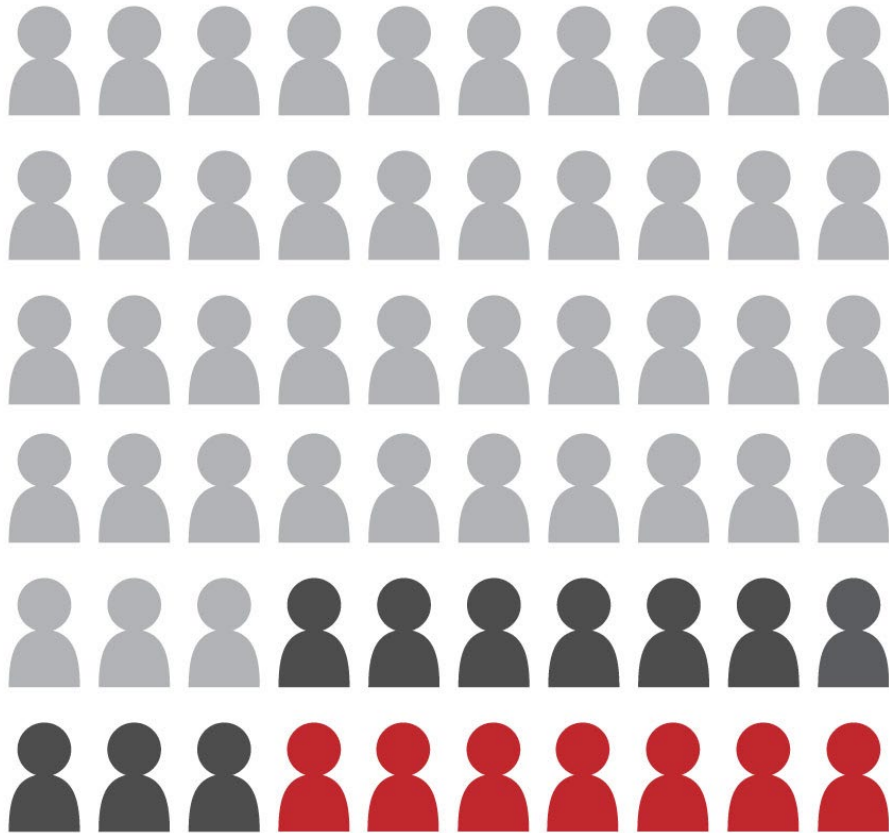
Experienced pressure from their direct supervisor to **prioritise production over safety** in the last three months



# 40%

Experienced this pressure  
on a **weekly basis...**





3000 employees

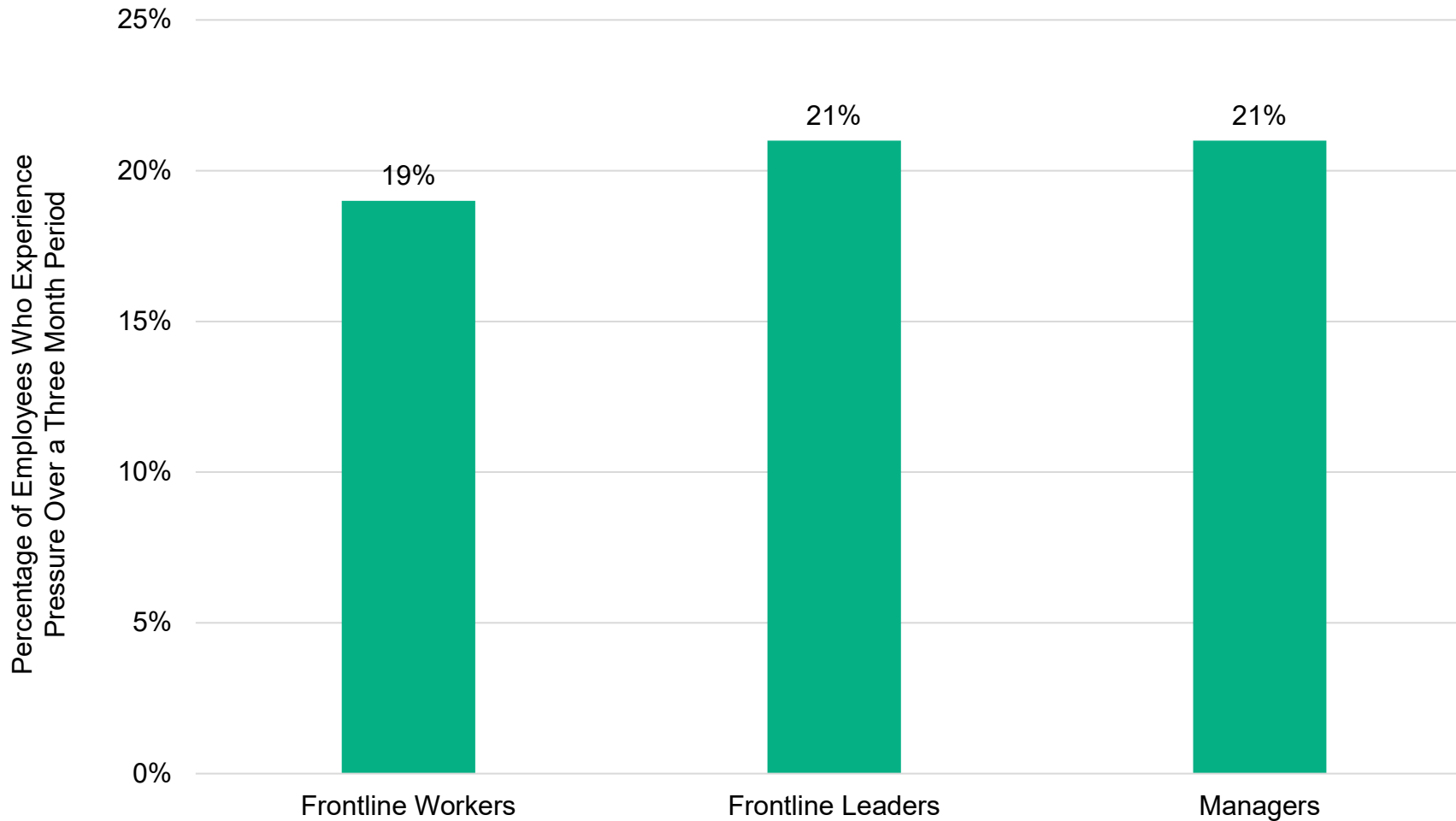
850 (28%)  
experience pressure

340 (40%)  
experience pressure **weekly**



**Let's take a quick poll...**

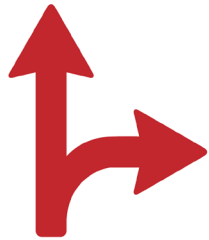
# WHO EXPERIENCES PRESSURE?





WHAT IS THE IMPACT OF  
PRODUCTION PRESSURE  
OVER SAFETY?

# Employees who are under pressure to prioritise production over safety are likely to...



Cut corners and take unnecessary risks



Hide incidents or errors



Operate within a negative safety culture



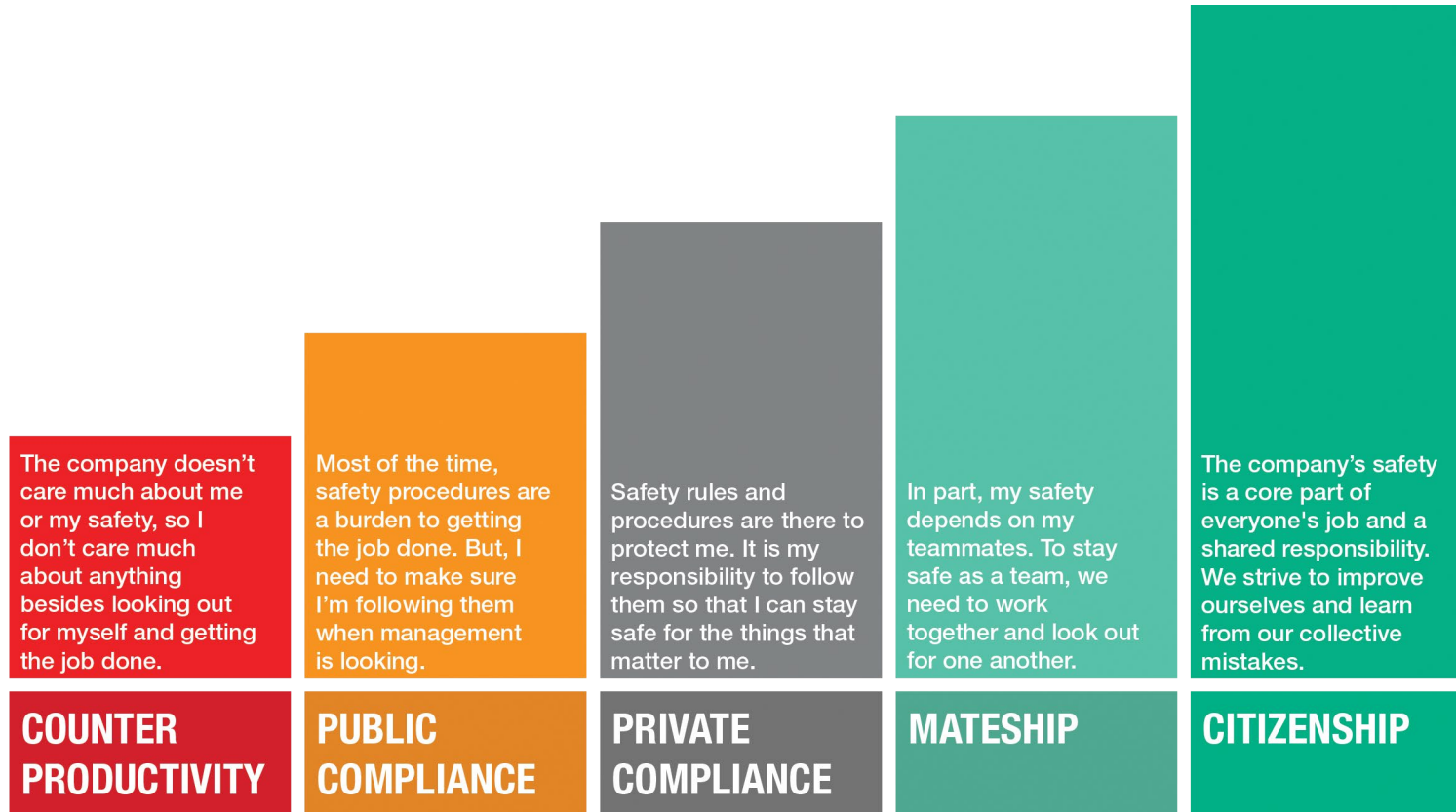
# The Impact of Culture & Leadership





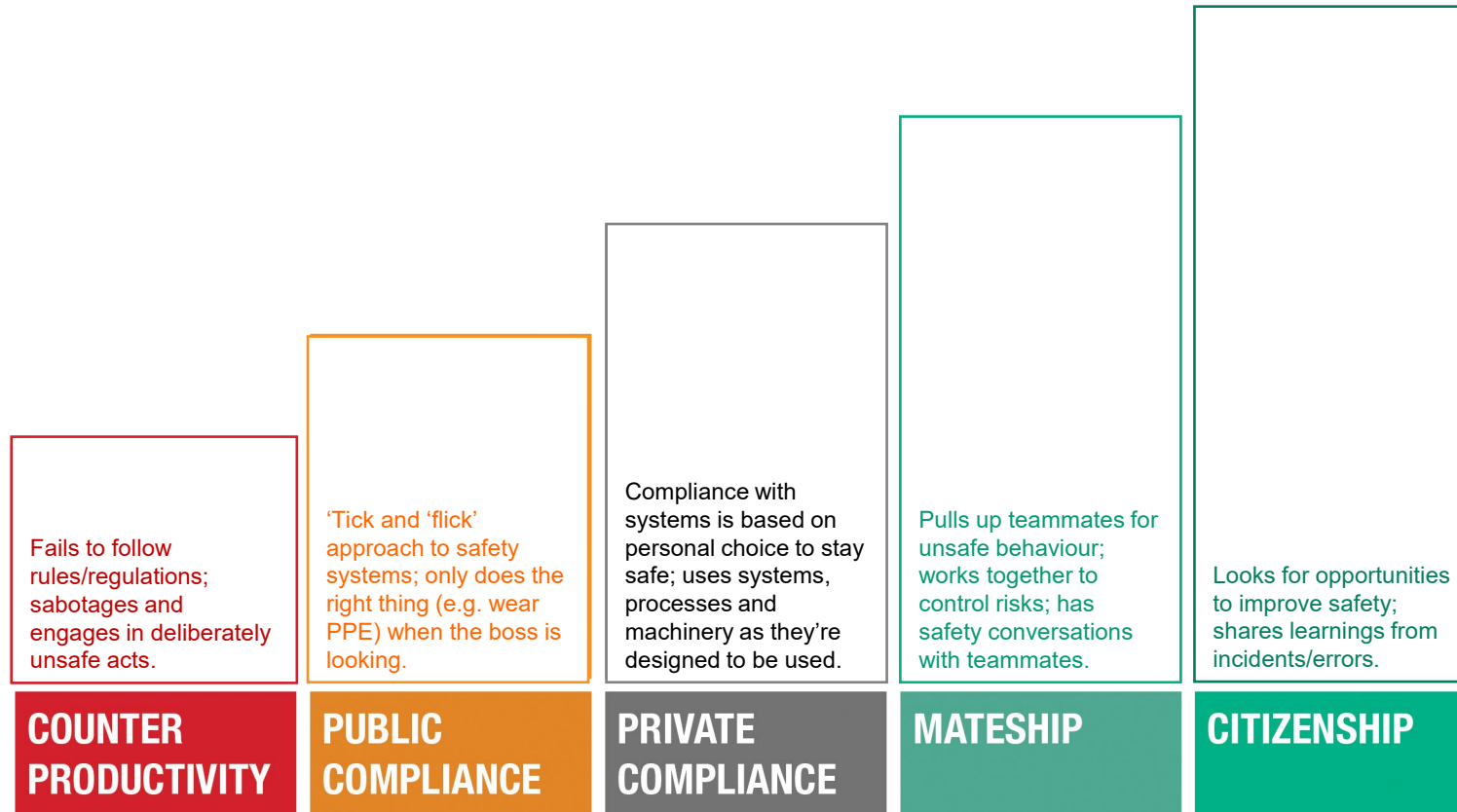
**Let's watch a video...**

# IMPACT OF CULTURE



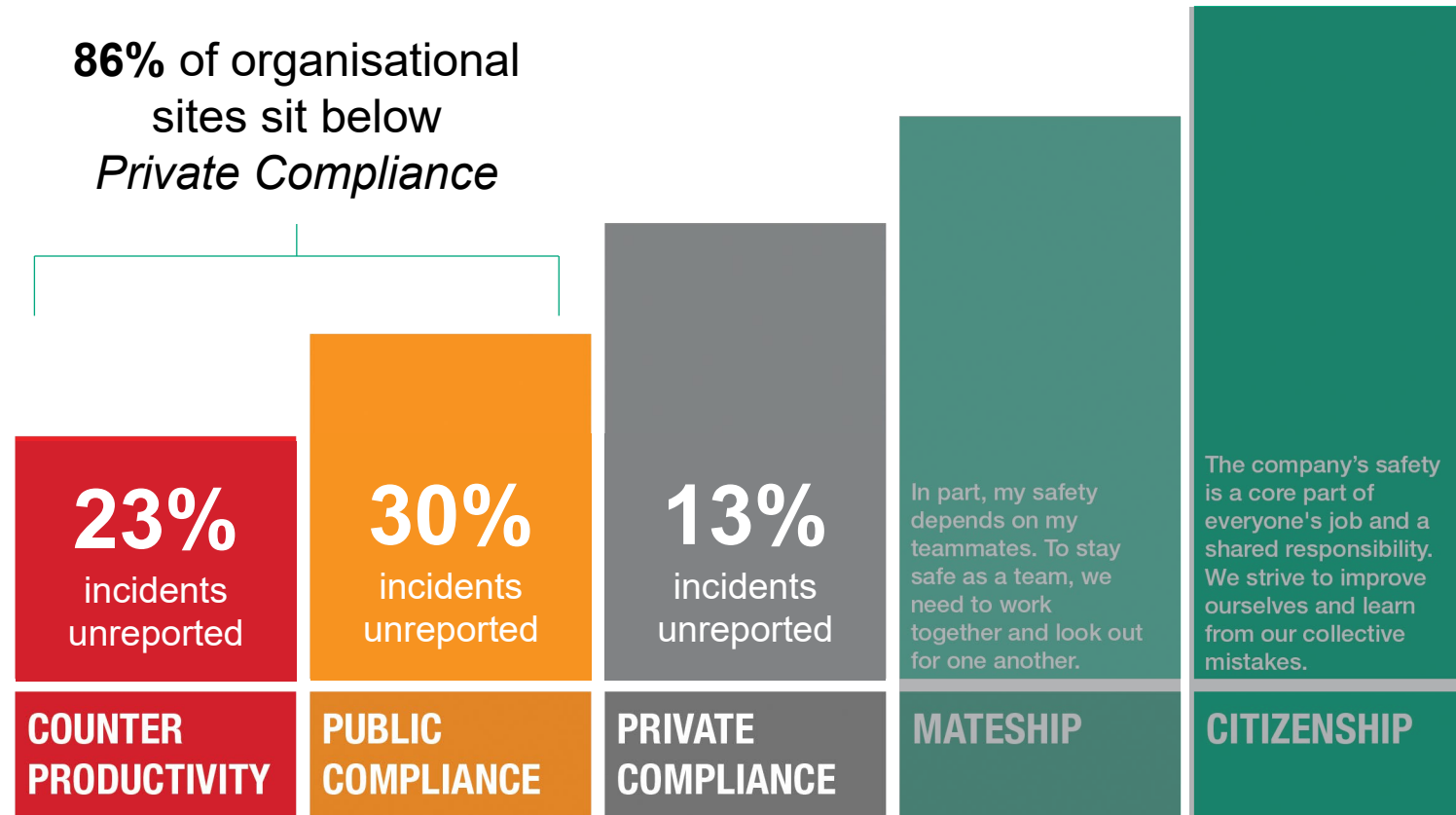
**Sentis** Safety Culture Maturity Model © Sentis

# IMPACT OF CULTURE



Sentis Safety Culture Maturity Model © Sentis

# IMPACT OF CULTURE



Sentis Safety Culture Maturity Model © Sentis

# LEADERSHIP AS A **KEY DRIVER**

From our research we know that...

...increased production pressure and poor safety/production balance is indicative of poor leadership

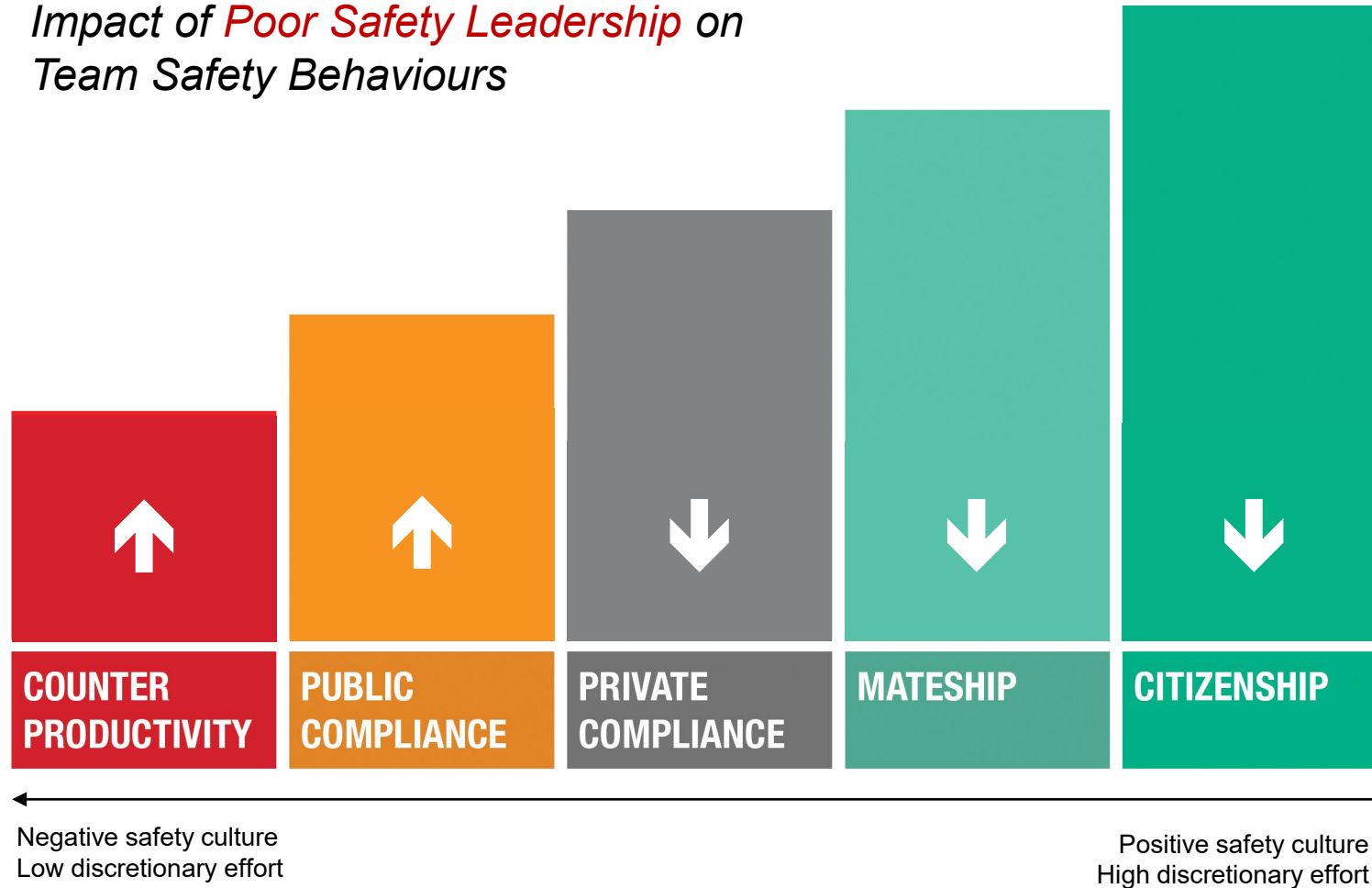
...improved safety leadership leads to improved team safety behaviours and performance

...**only 1 in 4 leaders** demonstrate strong safety leadership behaviours



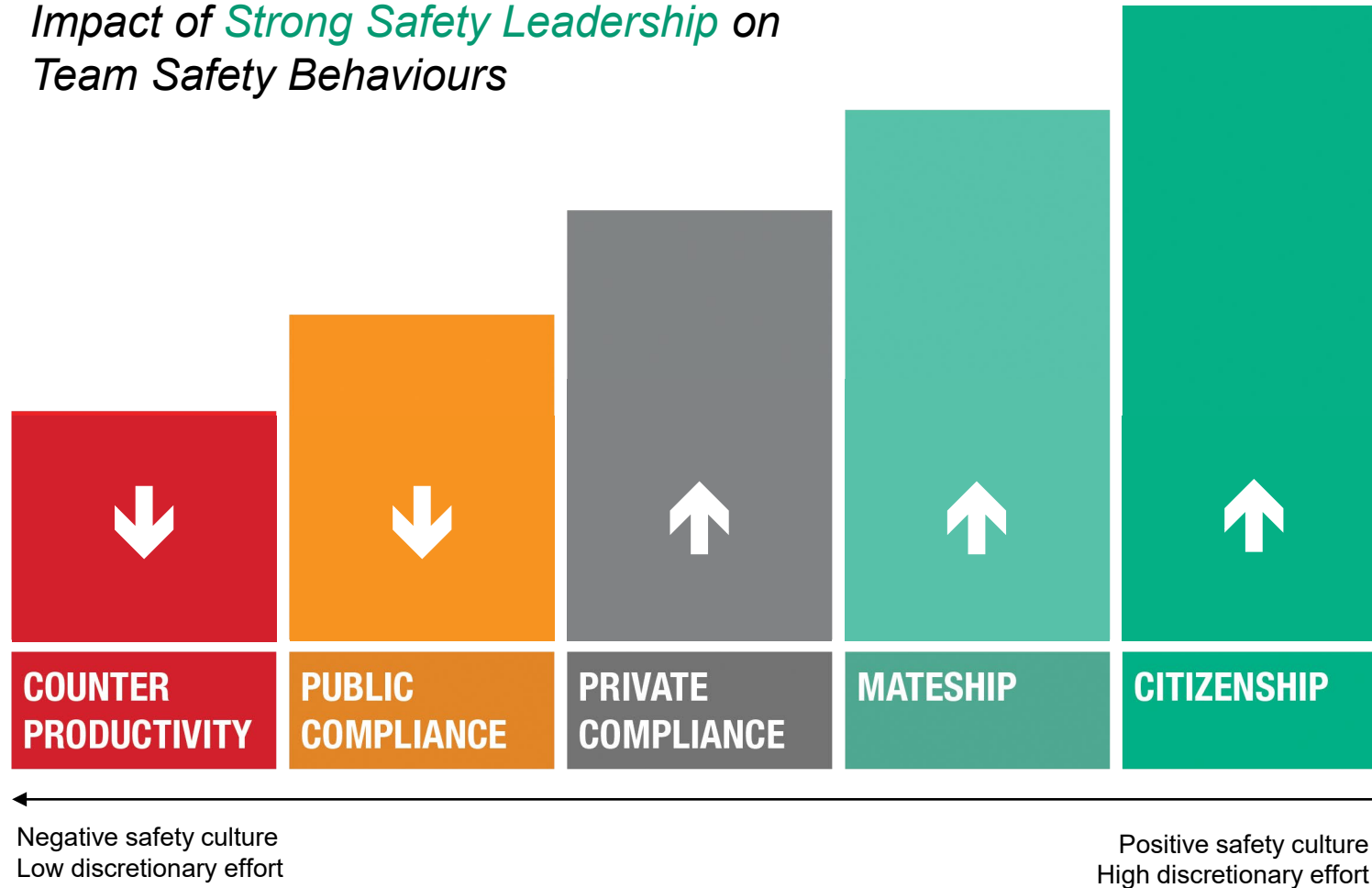
# THE LEADERSHIP LINK

Impact of *Poor Safety Leadership* on  
Team Safety Behaviours



# THE LEADERSHIP LINK

*Impact of Strong Safety Leadership on Team Safety Behaviours*





# A Culture of Safe Production

# WHAT ORGANISATIONAL SYSTEMS OR PROCESSES CREATE PRODUCTION PRESSURE?



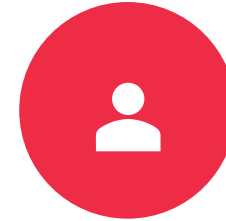
KPIs on  
production & lag  
data for safety



Reward &  
recognition  
programs that  
reinforce  
these KPIS



Contract  
structure  
& selection  
process



Leader  
complacency  
& capability

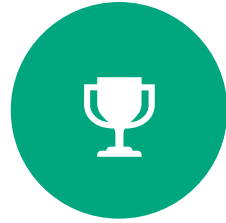


**Let's take a quick poll...**

# ARE YOU WILLING TO...



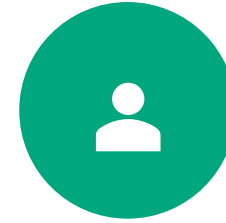
Question your  
KPIs



Reconsider  
reward  
& recognition  
programs



Change contract  
selection  
processes



Invest in leaders  
to manage safely

# GETTING STARTED

- Understand the **organisational context** and **barriers** to achieving current objectives
- Review your **vision, strategy and values** and ensure they are **easily understood**
- **Create alignment** across all levels of leadership and commit to a culture of **safe production**
- **Review KPIs** to focus on generating the desired safety behaviours to achieve objectives and review them regularly
- Base **reward and recognition** strategies on **lead indicators** for safety
- **Equip managers** with leadership tools **to effectively communicate safety messages** during high and low demand periods

# EQUIPPING LEADERS



Understand  
organisational  
context



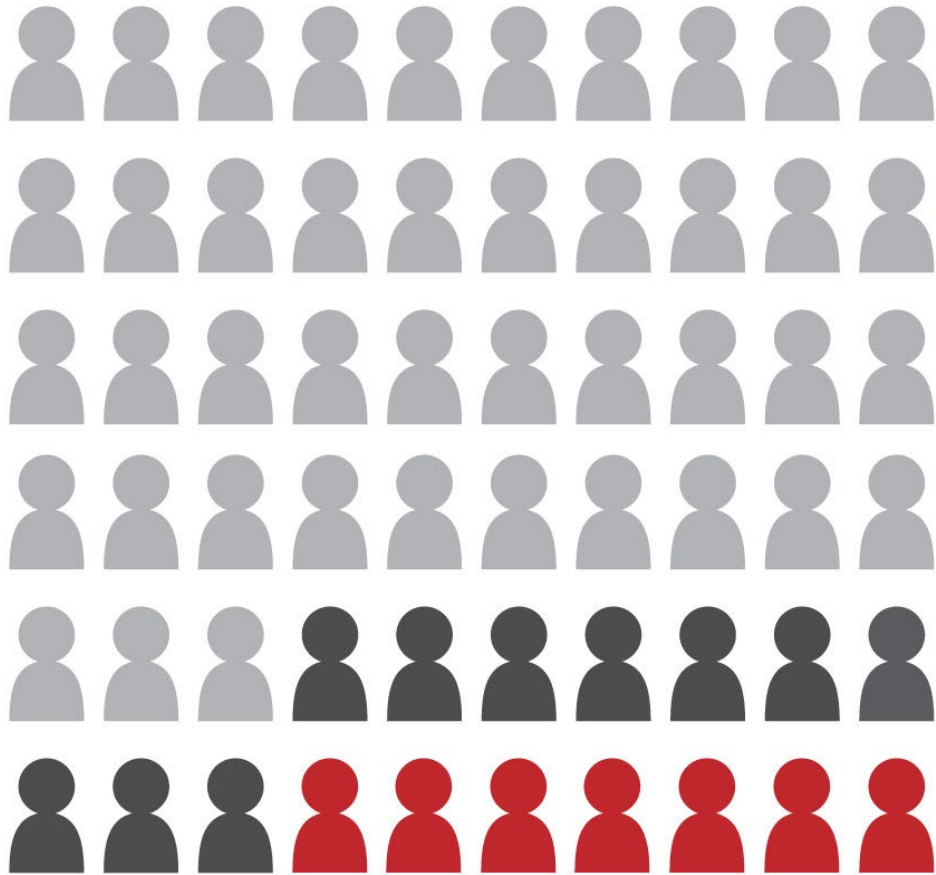
Assessment against  
Safety Leadership  
Competencies  
(self and others)



Targeted training  
to influence  
positive team  
safety attitudes  
and behaviours




Coaching  
sessions to  
develop individual  
opportunity areas



Are we consciously ensuring production over safety isn't the 'new normal'?

28%  
experience pressure

40%  
experience pressure **weekly**



**AS A LEADER,** WHAT  
ARE YOU WILLING TO  
CHANGE?



# THE SAFETY LEADERSHIP LINK

Implications for organisational safety  
climate, behaviour and performance



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# THE SAFETY LEADERSHIP LINK

Full report & recommendations available



Access your free copy at [sentis.com.au/insights](https://sentis.com.au/insights)

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EXCLUSIVE WEBINAR OFFER

# INTENSIVE LEADERSHIP PROGRAM (ONLINE)

~~\$950 +GST~~  
\$599 +GST



+



6 x 90 minute webinars

Supporting resources

Program Overview:

- Defining the culture you want to see
- Creating a culture based on trust
- Leadership frames to support trust and psychological safety
- Inviting our people to think differently
- Hunting the good stuff
- Building a plan for cultural change



Express your interest



## Program Intakes

**Thursday 18 June**  
11am AEST

**Thursday 9 July**  
6am AEST

**Thursday 6 August**  
9am AEST

*Minimum numbers apply. Maximum of 12 participants per program.*

# Q&A

Over to you



# Get in touch



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