

# DRIVING A POSITIVE SAFETY CULTURE. A ROADMAP FOR CHANGE

Setting your cultural transformation project up for success



## STEP 01

### COLLECT DATA

#### PURPOSE:

1. To create a sense of urgency, or gain acceptance from stakeholders and workers that there is a real need to change.
2. Identify your starting point so you can measure future success and also ensure your initiatives are targeting the most important areas of opportunity.

#### HOW:

- Run a safety climate survey.
- Conduct focus groups or interviews.
- Engage a third-party expert to run a safety culture diagnostic.
- Launch a communication strategy to share the results of your diagnostic with the business.



## STEP 02

### FORM A STEERING COMMITTEE

*Form a steering committee of key stakeholders who will have personal KPIs and accountabilities for improving the safety culture (typically senior leaders).*

#### PURPOSE:

1. Gain buy-in from senior leaders.
2. Set the expectation that improving safety culture is not something that can be accomplished by the safety manager or safety department alone.
3. Ensure all senior leaders in the business are pulling in the same direction and are aligned to a common goal.

#### HOW:

- Allow leaders to self-nominate to the group.
- Select leaders whose support is critical to achieve success and invite them to join.
- Create a communication plan to update the business regularly on quarterly objectives and achievements.



## STEP 03

### CREATE A STRATEGY

#### PURPOSE:

1. Align leaders on the safety vision and the plan to achieve progress.
2. Build a simple, concise document that captures the overarching safety goals and actions required to achieve progress.
3. Create confidence within the business that a plan is in place, leaders are committed and change will occur.

#### HOW:

- Create a safety vision, remembering to focus on the "why".
- Set long-term (3-5 year) safety culture goals, cascade this to develop medium term (1- year) goals, and then set short (quarterly) actions that will support the overarching goals.
- Document the plan. Keep it simple like a one-page document that can be updated each quarter.
- Allocate responsibilities to steering committee members, setting clear actions and deadlines.
- Plan how you will communicate the strategy to the business.
- Decide how the group will meet to review and revise the strategy and how members will hold one another to account if actions are not completed.



## STEP 04

### IMPLEMENT THE PLAN

#### PURPOSE:

1. Ensure the safety strategy remains important and is discussed and referenced regularly.
2. Hold leaders accountable to actions they have committed to which will set the expectation that safety is a priority within the business.

#### HOW:

- Set regular meetings with the steering committee to check in on actions and deadlines of strategic actions and priorities.
- Review the strategy quarterly to assess the previous quarter and plan for the next quarter.



## STEP 05

### KEEP YOUR FINGER ON THE PULSE

*Test. Re-test. Pivot.*

#### PURPOSE:

1. Determine where improvement projects have been successful.
2. Identify any ongoing areas of concern or opportunity.
3. Ensure your strategy is still valid and driving you towards your safety culture goals.

#### HOW:

- Gather data regularly from your workers using surveys, focus groups, interviews or other methods.
- Compare new data with previous baseline data to identify areas of change.
- Adjust the strategy based on current feedback.
- Continually update the business on progress towards the overarching safety culture goal. Share and celebrate the small wins that indicate your change process is on track.



Download the full study at [sentis.com.au/insights](https://sentis.com.au/insights)



**START**



**STOP**



**CONTINUE**