

DRIVING POSITIVE SAFETY

What Successful Organisations Get Right Before Rolling Out Safety Initiatives



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Trusted to Deliver

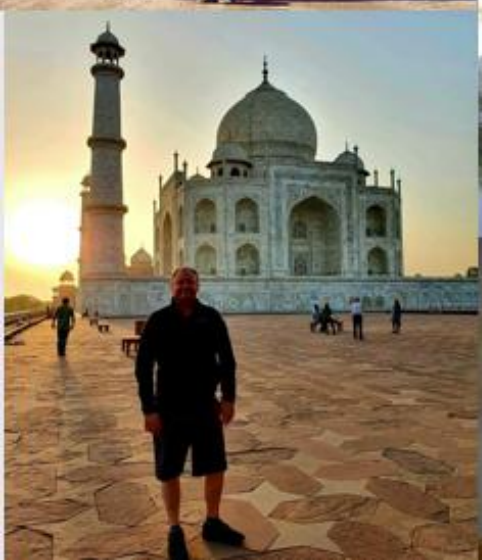
South East Water GLENCORE genesis ENERGY BHP TITAN
PACIFIC ALUMINIUM ERGON ENERGY RioTinto Viridis Ag contact
GrainCorp AUSTRALIAN COUNTRY Choice electranet MMG Downer

22
YEARS

500+
COMPANIES

200,000+
INDIVIDUALS

40+
COUNTRIES







ENVIRONMENT

Physical environment, equipment, tools, machines, housekeeping, engineering, planning and design & limited access to mental health resources

PRACTICES

Policies & procedures (safety, wellbeing, bullying, harassment), risk assessments, toolbox talks, standard, training & safety interactions

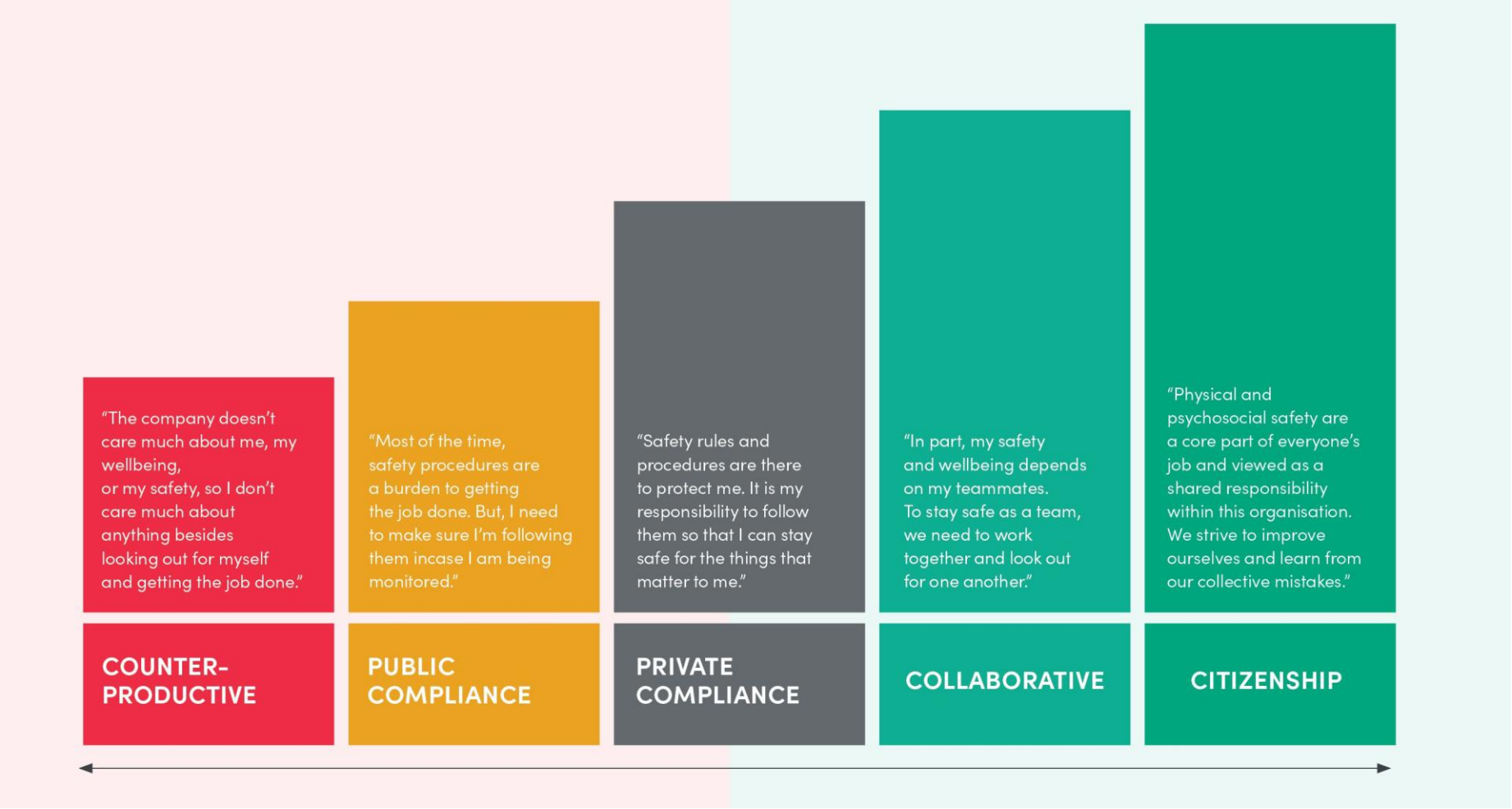
PERSON

Skills, teamwork, contribution to team culture, inclusivity, intelligence, knowledge, motivation, attitudes and abilities, comfort to speak up & resilience

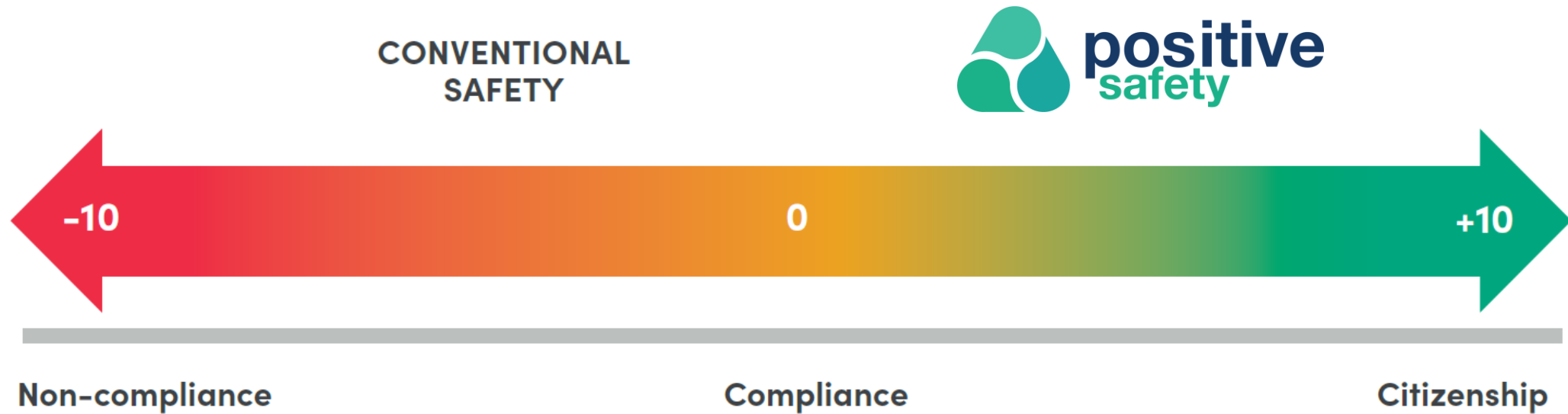
LEADERSHIP

Role modelling, actively caring, including others, recognising, self-awareness, challenging, collaborating, inspiring & verifying controls

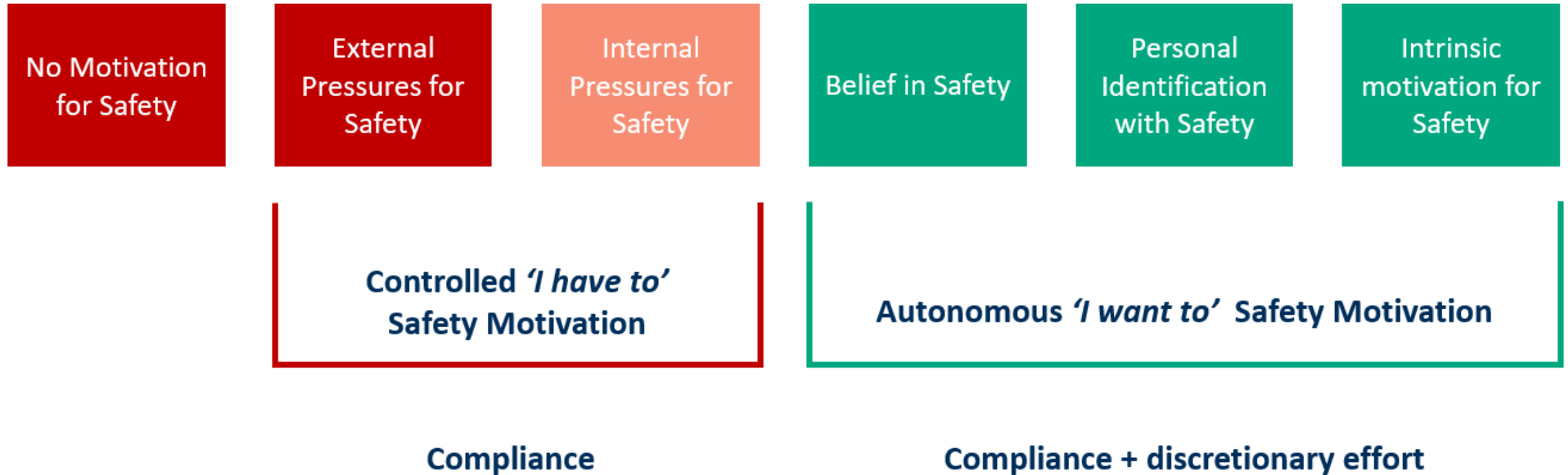
Safety Culture Maturity Model



A Different Type of Safety Culture



Safety Motivation





By luck or by design?

MACHINE NUMBER: S/N 212793
CB54684Q

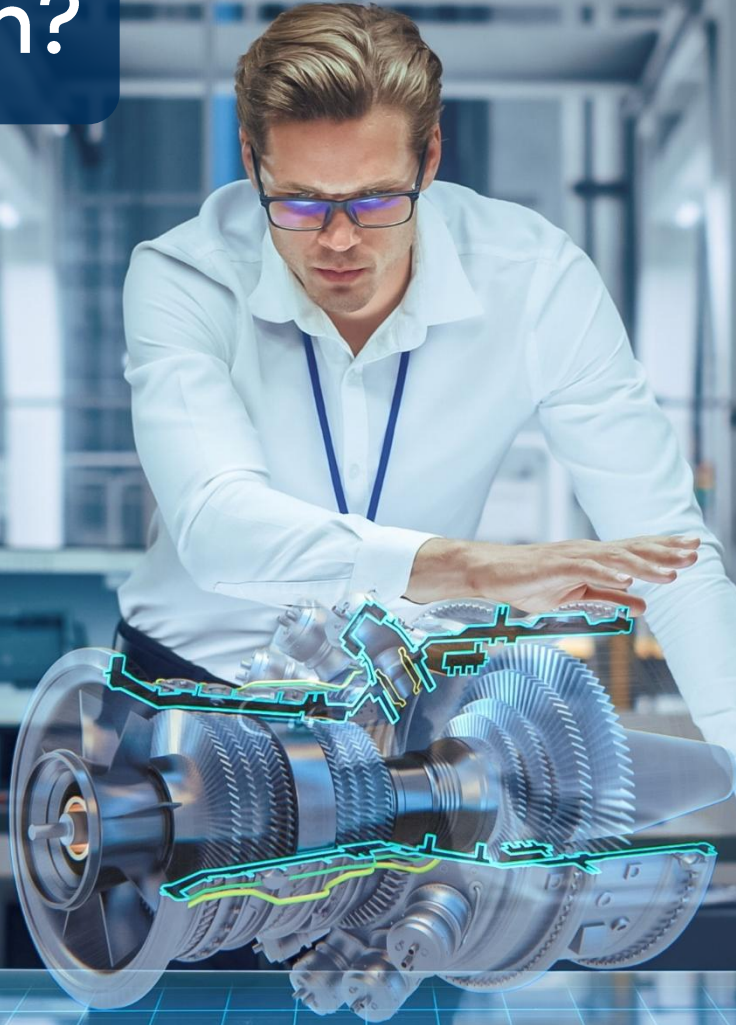
.SYSTEM

- Part 02: 98% BN298364S
- Part 03: 95% LW234568F
- Part 04: 89% CB54684Q
- Part 05: 97% AA31534H

.Production Capacity: 409/day
.Uptime: 99%
.Energy State: Active
.Pressure: 42/3
.Auto
.Errors: 0

CONNECTED

THIS MACHINE SHALL ONLY BE OPERATED AND MAINTAINED BY TRAINED AND EXPERIENCED PEOPLE WHO HAVE READ AND UNDERSTOOD THE OPERATOR AND SERVICES MANUAL. IT IS USER'S RESPONSIBILITY TO FOLLOW THE MANUFACTURER'S INSTRUCTIONS ON MACHINE OPERATION AND APPLICATION AND TO O&M.



- OPEN PROJECT
- TASK BOARD
- OVERVIEW
- SETTING



sentis.com.au/solutions/understand/

The Tempting Apple



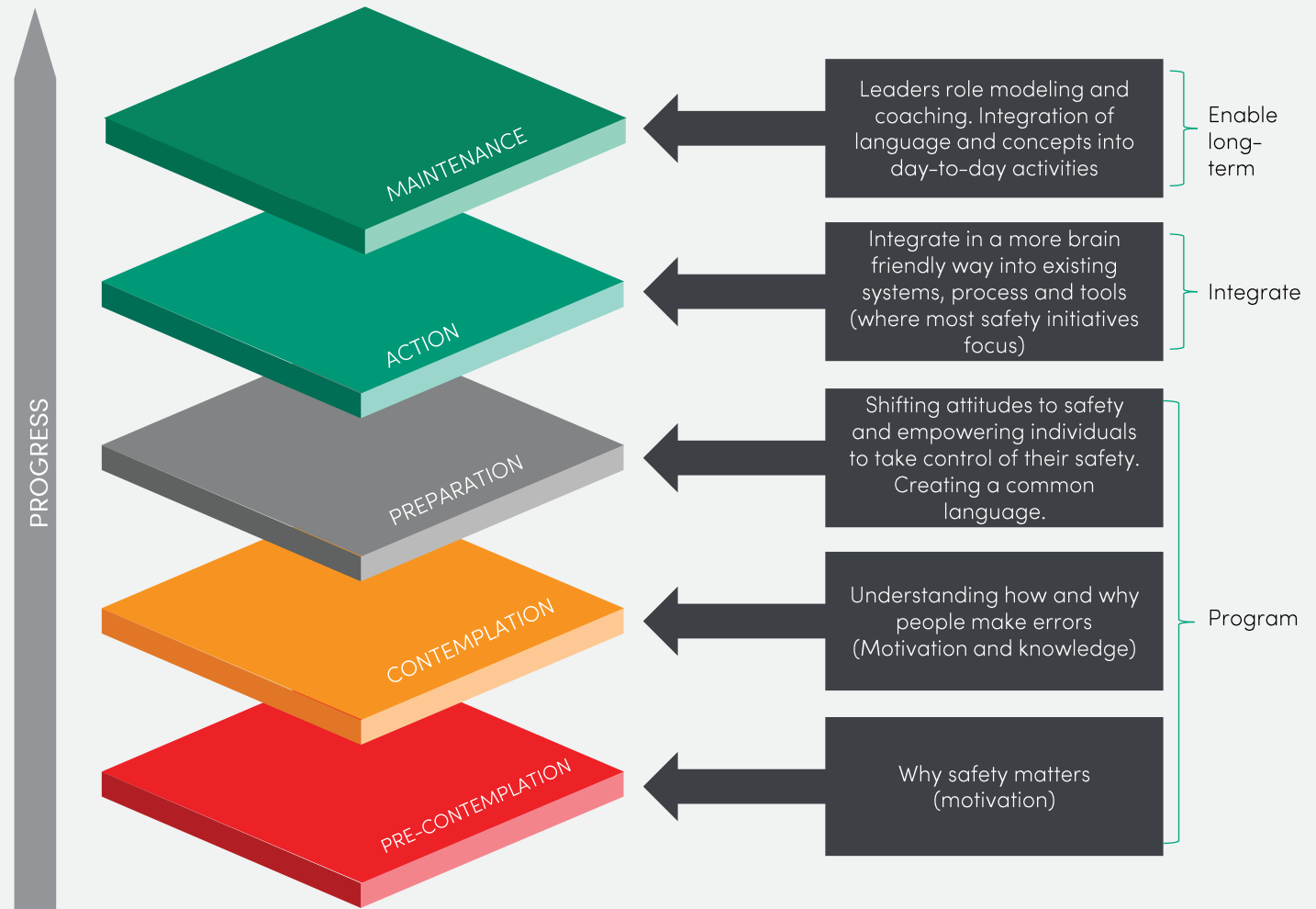
THE PSYCHOLOGY OF CHANGE

Any attitudinal and behaviour change depends on having:

1. The right reason or motivation to put change into place
2. The knowledge of how to change or implement
3. An environment that supports change – that is, effective leadership

Organisations are more than just a sum of their individual employees.

For effective change, processes must take individual and organisational factors into account.



1

They Anchor Safety in a Meaningful “Why”

They answer:

- What problem are we really solving?
- Why does it matter *now*?
- Why should people care?





2

They Clearly Define What Success Looks Like

Before starting, they get specific on the change they want:

- What will *be* different when this works?
- What will people *do* differently?
- How will we *measure* progress?



3 Leaders Are Visibly Committed

Strong organisations make sure leaders:

- Agree on the purpose and priorities
- Are aligned on the message and intent
- Understand their role in making it succeed
- Are seen having the right conversations in the field

4

They Understand the Current Reality

- Acknowledge what is already working
- Listen to the workforce
 - Why do people cut corners?
 - When do people stay silent?
 - What pressures override safety?
 - Identify what is getting in the way





5 They Keep It Simple and Focused

Instead of launching 10 things at once, they:

- Prioritise a few high-impact areas
- Strip out unnecessary complexity
- Make it easy to understand and act on



5a They Plan for Behaviour Change (not just a rollout)

More focus on:

- What habits need to shift
- What conversations need to happen
- What leaders need to reinforce daily

5b They Focus on Critical Moments (Not Everything)

Instead of trying to change “safety culture” broadly, they target:

- High-risk tasks
- Decision points under pressure
- Moments where people typically override controls



6 They Build Workforce Ownership Early

They don't "roll out" safety culture — they build it with the workforce.

Before launch, they involve key influencers and frontline voices early. They pressure-test the plan:

- Where will this likely fail?
- What resistance will we face?
- What will make this hard to sustain?



6 They Build Workforce Ownership Early

Instead of pushing change onto people, they:

- Involve crews in shaping what good looks like
- Use real stories and examples from site
- Equip informal leaders to influence others



7 They Align Systems With the Message

- Are production targets realistic and safe?
- Are KPIs aligned with this initiative?
- Do incentives support or contradict it?
- Do systems support or undermine safe decisions?



8

They Commit to Consistency Over Time

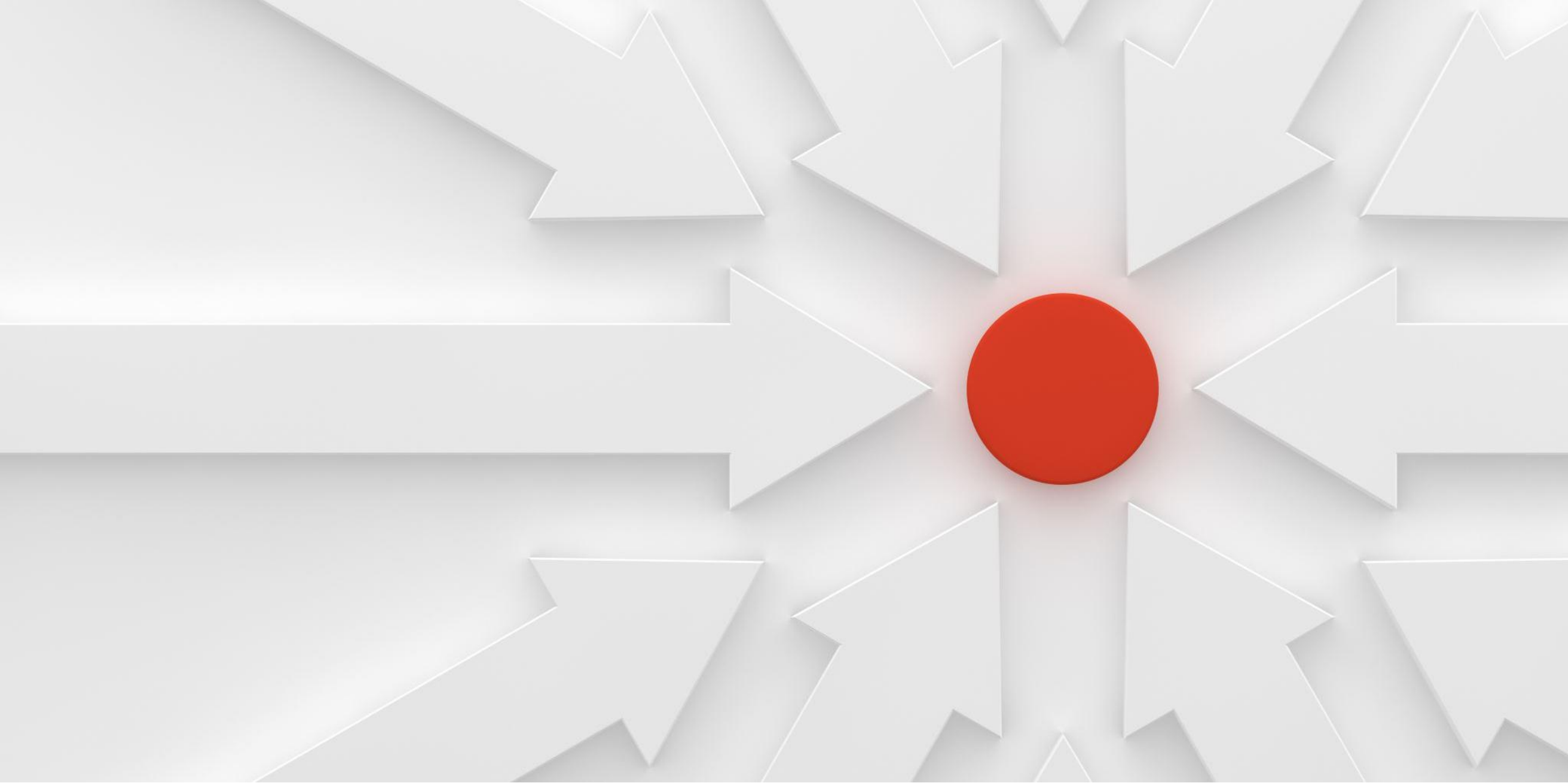
They assume:

- Old habits are hard to break
- Pressure will test behaviours
- Consistency will be hard

So they build:

- Ongoing coaching rhythms
- Simple tools for leaders
- Regular check-ins tied to real work



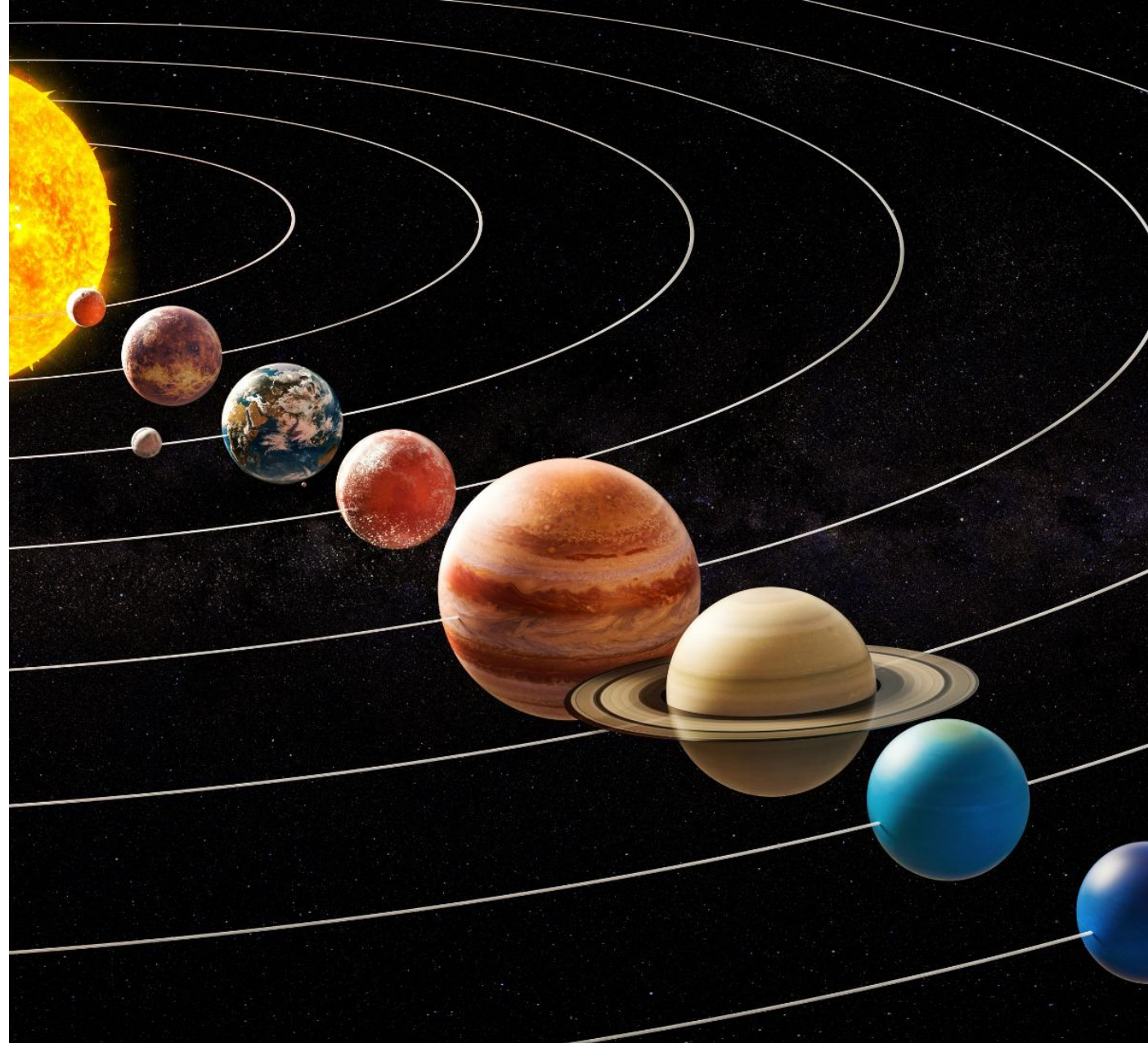


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Take the time to align

Find out more about strategies available to help build alignment and ownership for your safety initiatives.

sentis.com.au/solutions/align/



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