

MAKING SENSE OF SAFETY CULTURE





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

Webinar Panel: How to use

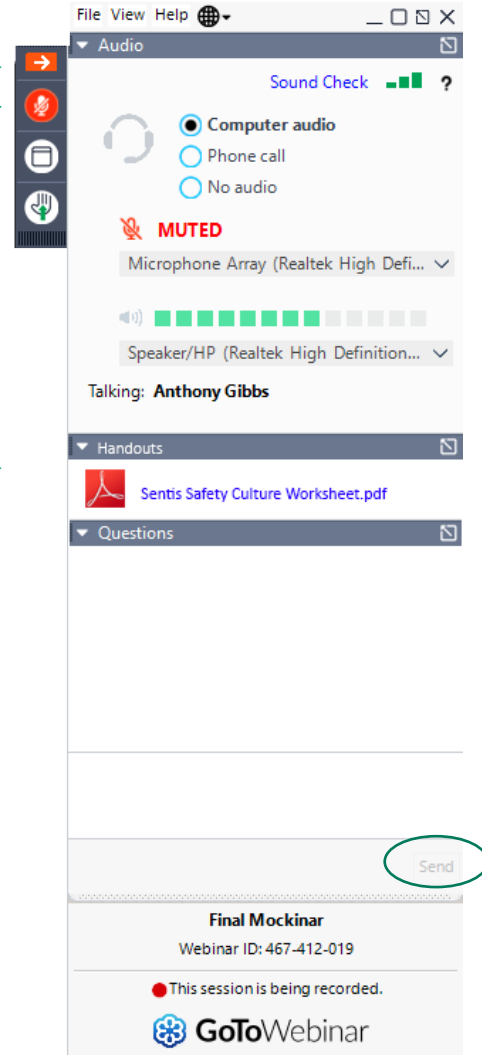
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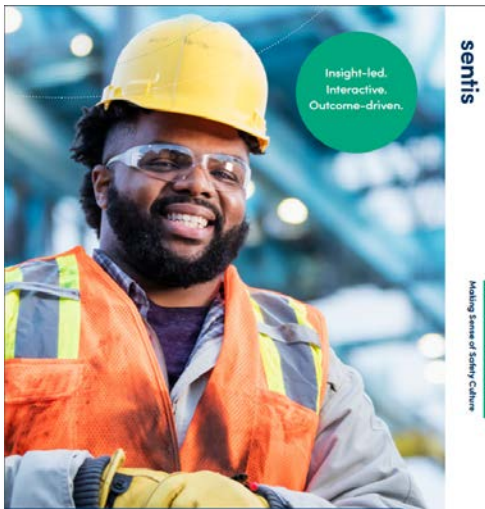
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Today's webinar is being recorded



Today's handout



Insight-led. Interactive. Outcome-driven.

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Making Sense of Safety Culture

Making Sense of Safety Culture

Let's face it. Creating a positive safety culture is hard. You can have the best equipment, all the right systems and train your people, and still see a workforce disengaged with safety. With research showing that 86% of workplaces operate in a negative safety culture, there's a clear case for change. But where do you start?

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86% of organisational sites sit below *Private Compliance*

Safety culture is an organisation's shared attitudes, beliefs and values about safety—essentially, 'the way things are done around here'.

Safety Culture Maturity Model



Figure 1. Sentis Safety Culture Maturity Model

Counter Productivity: The company doesn't care about safety. It has no safety policies, procedures or training. It has no safety culture. It's just about getting the job done.

Public Compliance: Most of the time, people in the organisation follow the rules. But they're not really committed to safety. They're just following the rules to avoid getting in trouble.

Private Compliance: Safety rules and procedures are there, but people aren't really committed to them. They're just following the rules to avoid getting in trouble.

Mateship: In part, my safety depends on my mateship. To stay safe, I need to look out for my mates. My mates will look out for me too.

Citizenship: The company really cares about safety. It has a strong safety culture. It's not just about following the rules. It's about making sure everyone is safe.

Impact of Leadership

My Insights and Actions



Figure 2. Sentis Safety Culture Model

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Where do you start?

- 01 CONTACT US
- 02 NEED A SYSTEM?
- 03 CREATE A ROADMAP
- 04 IMPLEMENT THE PLAN
- 05 KEEP YOUR PEOPLE SAFE AND HEALTHY

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, every 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.

Download the full study at 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 or by calling **1300 653 042**.

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Your Panelists



Anthony Gibbs
CEO

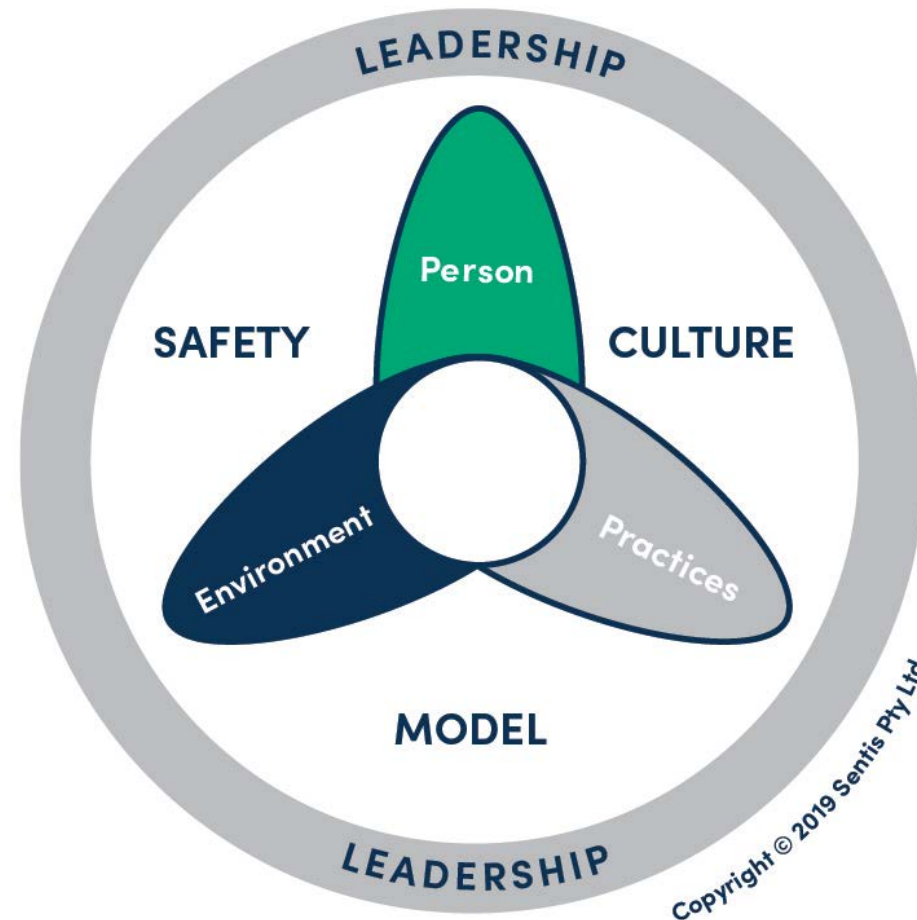


Dr Amy Hawkes
Head of
Psychology

SAFETY CULTURE

Safety culture is an organisation's shared attitudes, beliefs and values about safety—essentially, 'the way things are done around here'.

SAFETY CULTURE MODEL

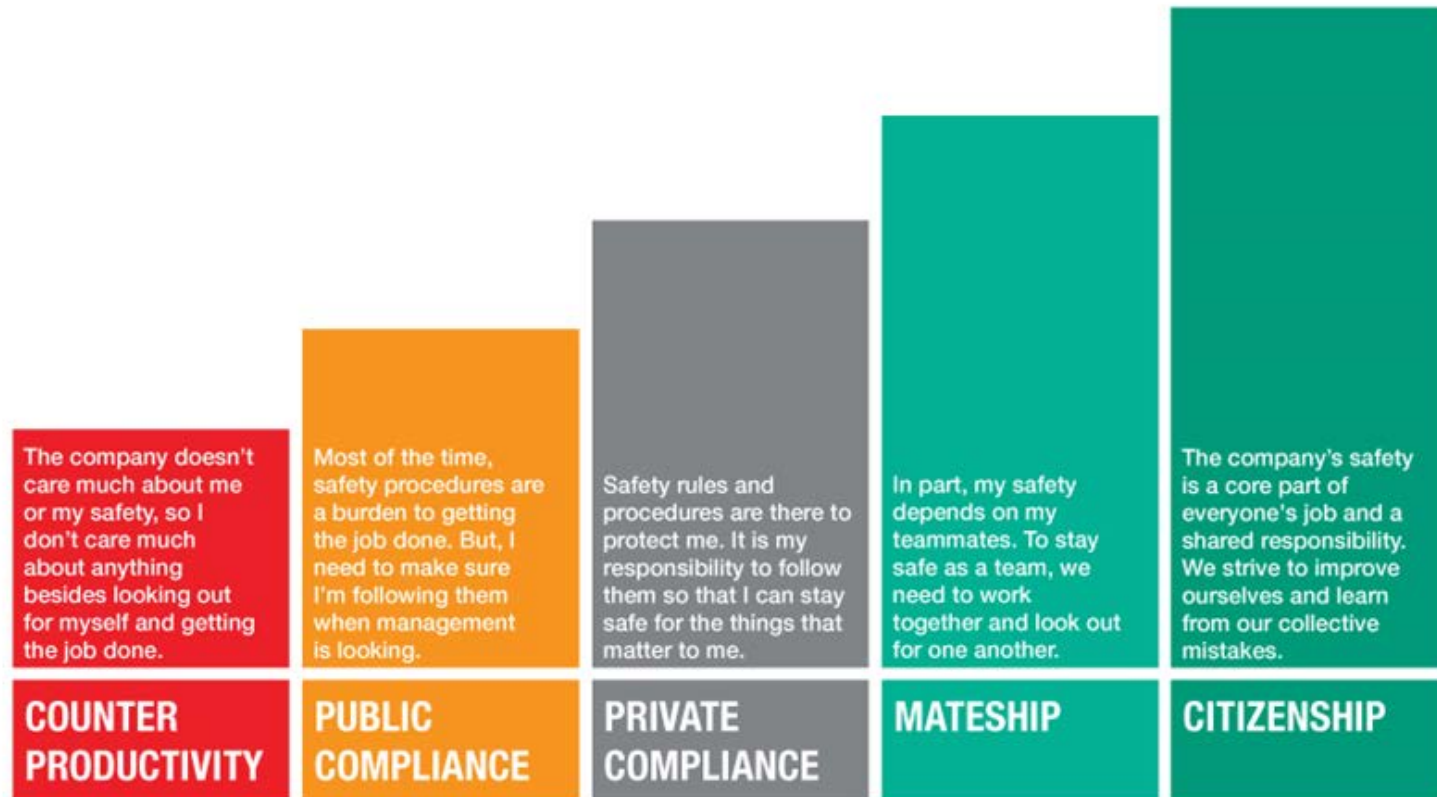


WHAT GOOD LOOKS LIKE

SAFETY CULTURE MATURITY



SAFETY CULTURE MATURITY MODEL

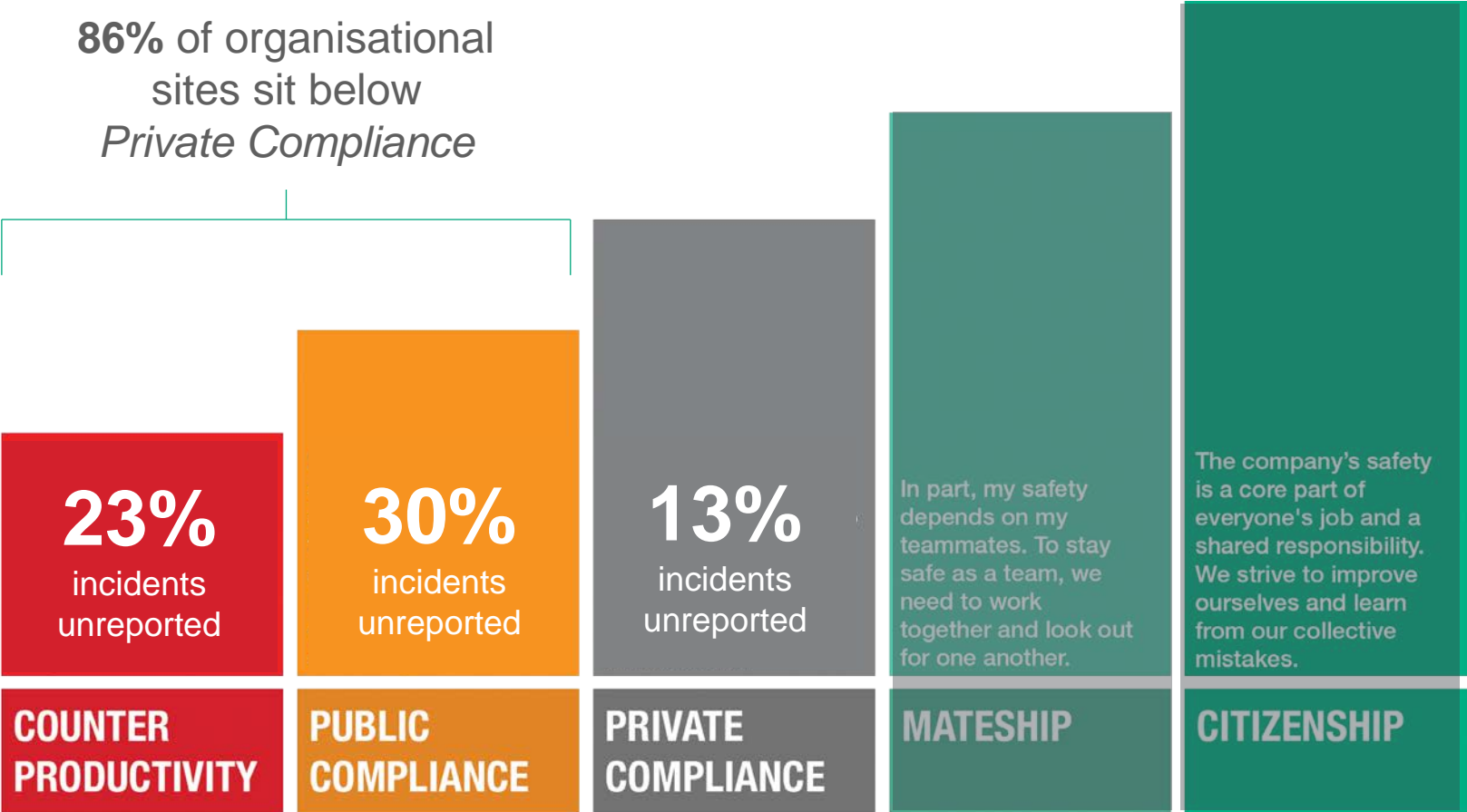


Sentis Safety Culture Maturity Model

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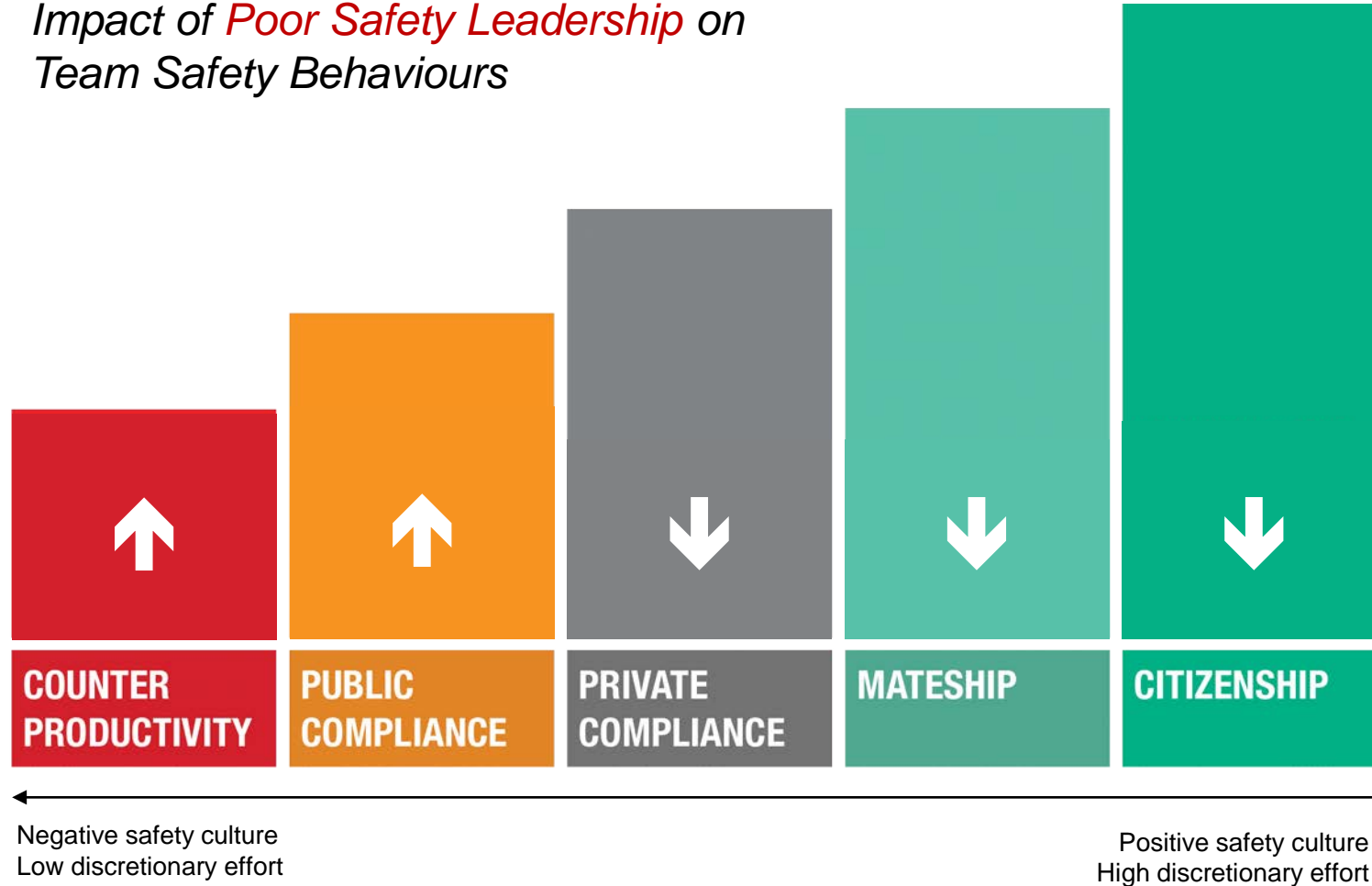
IMPACT OF CULTURE

86% of organisational sites sit below *Private Compliance*



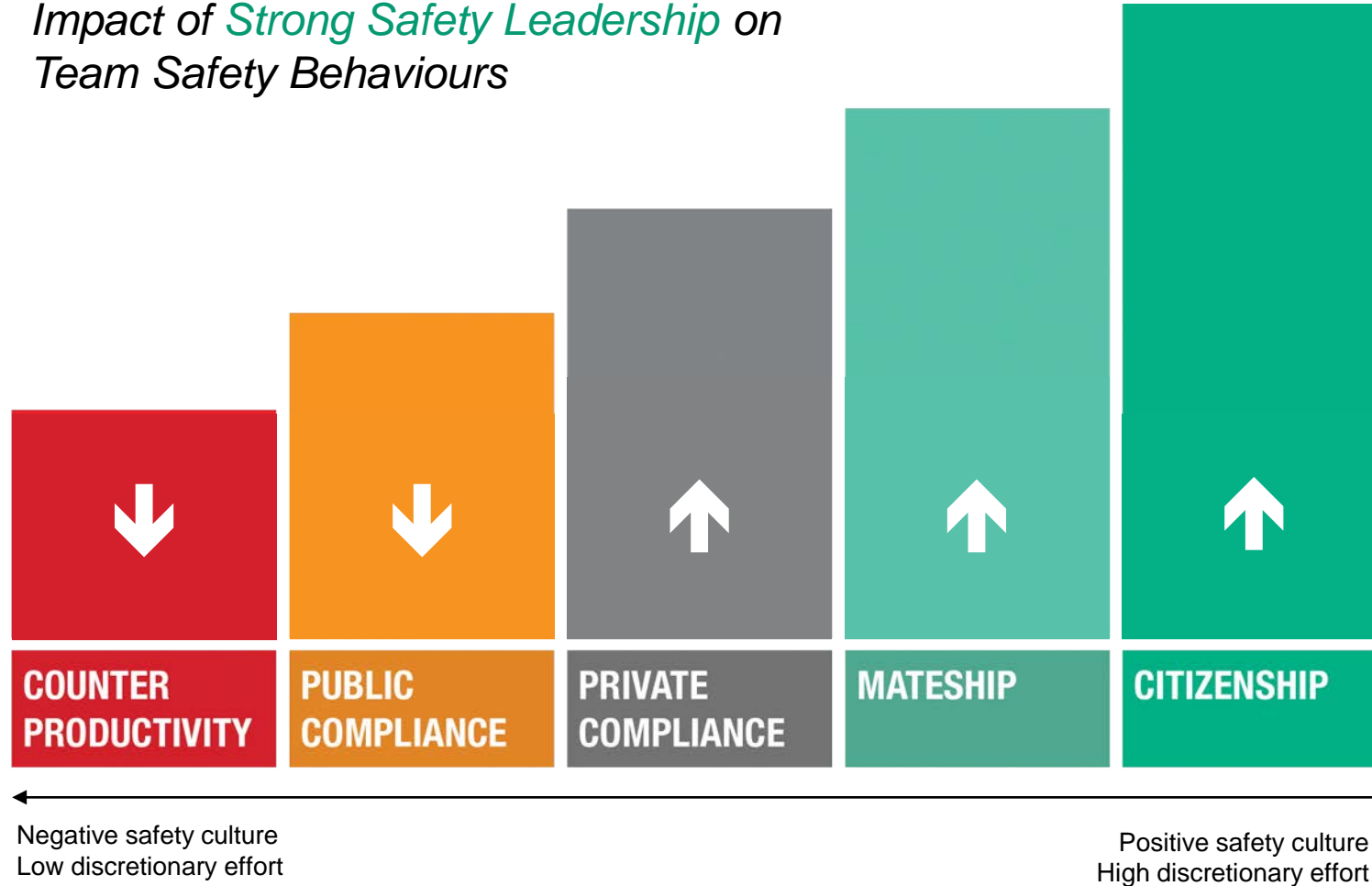
THE LEADERSHIP LINK

Impact of *Poor Safety Leadership* on
Team Safety Behaviours



THE LEADERSHIP LINK

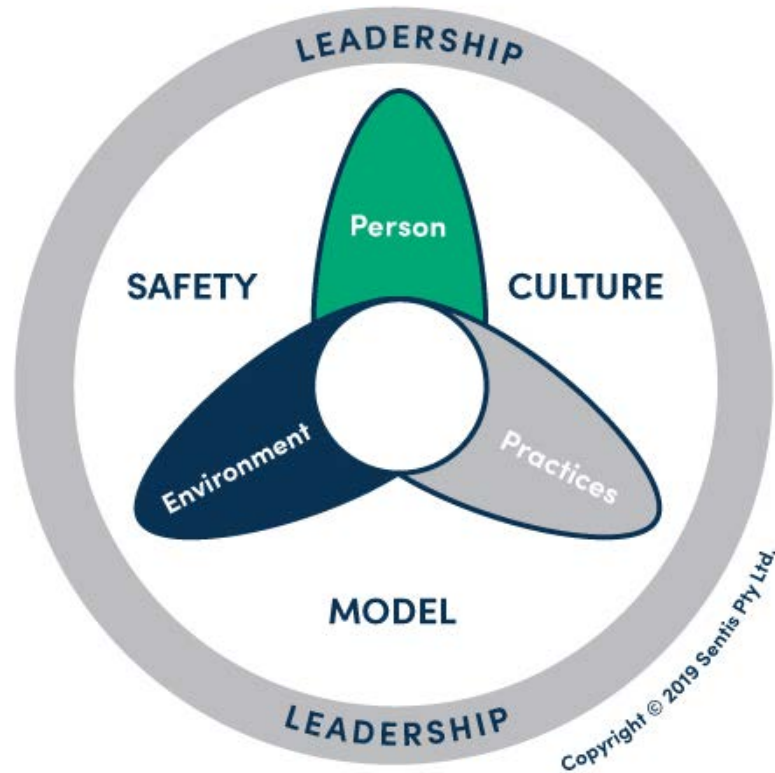
Impact of Strong Safety Leadership on Team Safety Behaviours



A ROADMAP FOR CHANGE



WHERE TO START



24 dimensions of safety culture

ONSITE
SAFETY
 EVALUATION

SENTIS
 ASSESSMENTS

SAFETY
CLIMATE
 SURVEY

SENTIS
 ASSESSMENTS

Recognition for Sentis' Approach

The Sentis approach to safety culture diagnosis and measurement was endorsed at the *31st Annual Conference of the Society for Industrial and Organisational Psychology (SIOP)* in April 2016, winning recognition over 1,400 other submissions.

Q&A

Over to you



ONLINE EXECUTIVE ROUNDTABLE

Driving Safety to Protect Brand and Reduce Risk

Limited spaces available for our next session in April 2021

- 90-minute interactive discussion on safety as an enabler for improved brand, productivity and financial performance
- Small group sessions enable peer-to-peer networking and multi-disciplinary insights
- GM, C-suite and Executive level forum

Learn from your peers as we address the role of executive leaders in maximising corporate results through safety.



Express your interest

WEBINAR OFFER

ZIP Essentials: The Psychology of Safety

Complementary Trial



Access the first three modules of **ZIP Essentials: The Psychology of Safety** free of charge for 30 days*

1. Introduction to ZIP Essentials
2. Understanding Safety Citizenship
3. Attitudes Behaviour Results (ABR): A Model for Life



Express your interest

JOIN US FOR OUR NEXT WEBINAR

The State of Safety Culture in Utilities

Tuesday 23 March, 2021

11am AEST | 12pm AEDT | 2pm NZDT

Session Outcomes

- How utilities stacks up against the cross-industry benchmark for safety culture performance
- Key pain points and risks for utilities sites operating in a negative safety culture
- How industry leaders are using targeted safety culture initiatives to reduce incidents, improve contractor relations and drive bottom line results
- Why improving safety culture should be a priority for utilities operators in 2021.

Register at sentis.com.au/online-events

Get in touch



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