

## ‘Culture eats Process for Breakfast!’

### No.1 IN BEHAVIOURAL SAFETY TRAINING

**SPECIALISTS  
IN WORKPLACE  
CULTURE  
CHANGE**

There is a culture in every workplace. People control the cultural inputs and outputs, be this consciously or subconsciously.

Culture has more of an impact on safety than the physical problems. So to understand culture, we need an understanding of people.

Through dynamic seminars and inter-active workshops, we address the core issues pertinent to making real differences within behavioural safety, influencing core beliefs that promote long-term culture change.

*“Nobody plans to injure themselves at work, but nobody can think of safety all day long!”*

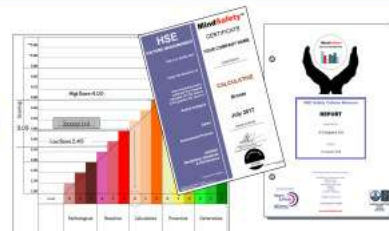
# THE 123 MindSafety PROCESS



### ONE

An effective Safety Culture Measure to determine the **‘NOW’** picture. MindSafety offers an easily implemented online process for this if the information is not already available.

*All online. Anonymous. You simply send out the links. We do the rest.*



### TWO

Educate everyone you wish to influence by enabling them to attend a MindSafety ‘Head-Turning’ session on the science behind human behaviours and what can ‘catch them out’ in the workplace

*An entertaining event entitled ‘Change your Mind about Safety’*



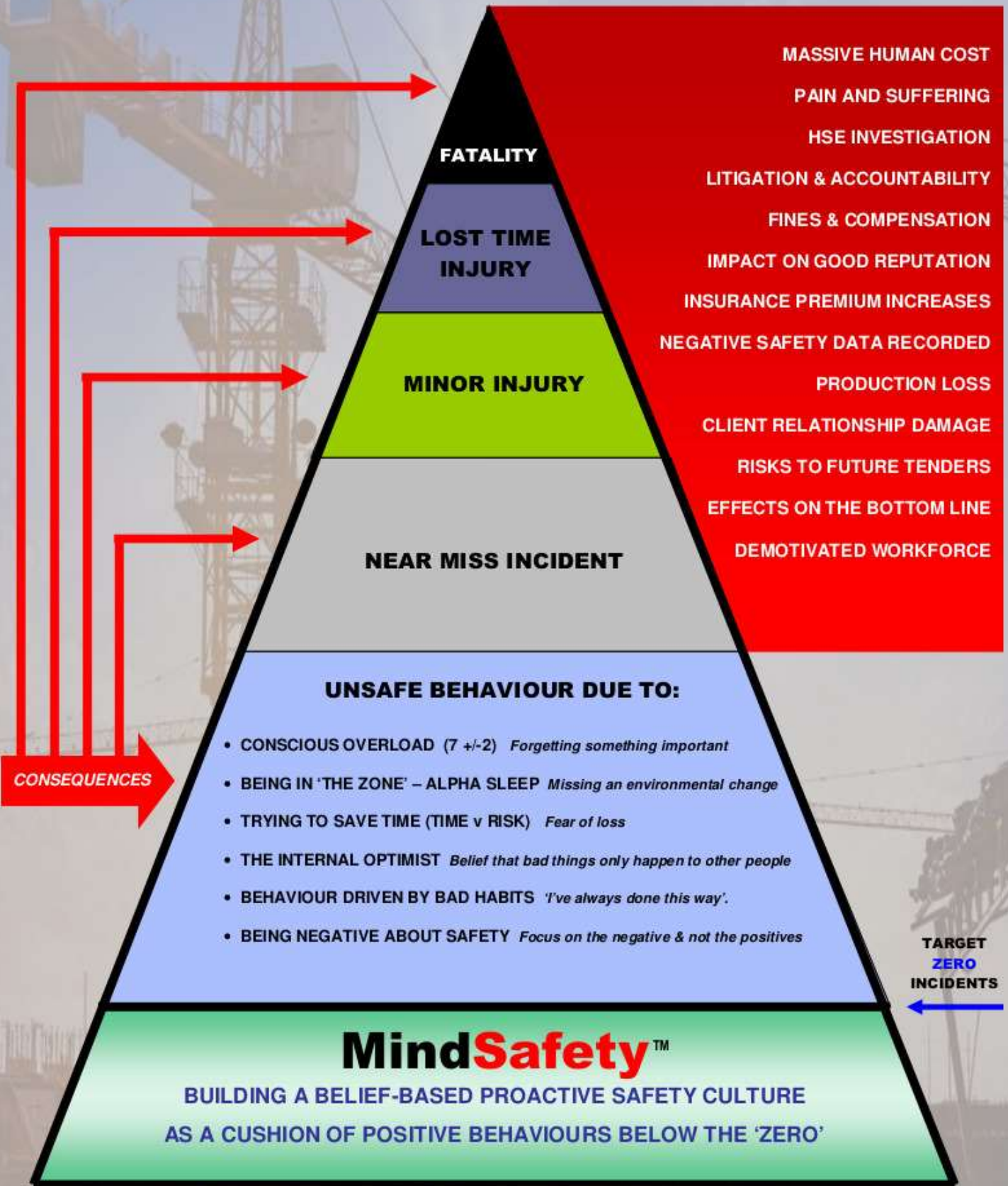
### THREE

Train visible and recognised internal Safety Coaches to promote the ‘Key Messages’ continually within the teams. Coaches can further develop their skills through additional specialist courses.

*A 2-day interactive workshop for selected personnel*



# THE IMPORTANCE OF A POSITIVE SAFETY CULTURE



**EMPOWERING THE WORKFORCE**

# The MindSafety™ Culture Change Process

## STEP 1

### HSE SAFETY CULTURE MATURITY MEASURE

**A fully managed online process to establish the 'NOW' picture of the safety culture within the teams**

MindSafety uses the 'Hearts & Minds' HSE Culture Measurement model, and can conduct a detailed and impartial measure and assessment to establish a 'NOW' picture to help toward creating a 'VISION' for the future.

MindSafety offers this as a convenient and practical online resource which is anonymous for participants and easy for the client to implement.

The "Route to the Top" (world-class HSE performance) means progressing up the HSE culture maturity ladder, moving forward toward creating a truly proactive and generative safety culture mindset within the workforce.

A recognised and respected process providing the evidence as a detailed report and recognition corporate certificate.

## STEP 2

### INTERACTIVE DEVELOPMENT WORKSHOPS FOR DECISION MAKERS

**Designed for leaders, managers, and supervisors**

Specially structured workshops designed to educate leaders, managers, supervisors and decision makers about the science behind human behaviour and how this can be influenced.

Knowledge and processes from the sciences of psychology and sociology underpin this training, offering an understanding of how to influence beliefs within the workforce about safety, and invaluable tools that influencers can use to improve and support a culture-change process within a work environment.

The workshops offer practical methods to implement and support a behavioural safety programme within the organisation which is sustainable into the long term.

### "CHANGE YOUR MIND ABOUT SAFETY" HEAD TURNING SESSIONS

**Short inspirational events designed for everyone to be influenced**

A highly informative and entertaining experience reminding everyone that as human beings none of us are perfect.

The event is usually delivered as a two-hour session and focuses on the fact that all of us have beliefs and habits that can get in the way of safety, and how we can compensate to 'stack the odds in our favour', massively increasing the chances of going home in the same condition as when work was started.

The training delivers valuable content which includes six 'Key Messages' that promote a mindset of proactive behaviour in the workplace, and through practice and support can become 'second nature' and part of the safety culture of the organisation.

## STEP 3



### I.S.C.A. SAFETY COACH TRAINING WORKSHOPS

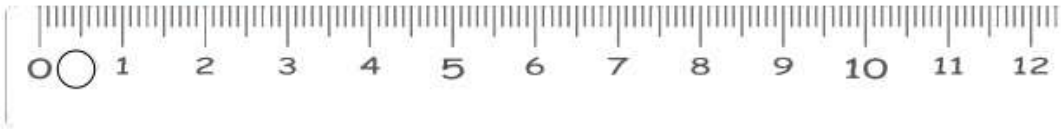
**For champions selected from the workforce**

A specialised training qualification recognising skills in maintaining a positive work-placed behavioural safety culture.

Each delegate who completes the two-day workshop receives a certificate evidencing their participation in the training. Coaches who have completed this foundation course in occupational safety coaching then have the option of further development & can train as an Advanced I.S.C.A. Safety Coach by attending MindSafety's 4-day Advanced Safety Coach Masterclass entitled 'Learning to Present', which focuses on the delivery of the MindSafety 'Key Messages' to groups within the workforce.

All coaches receive a comprehensive Delegate Resource Pack containing a safety coach kit to help them in their new role as a safety coach within the teams.

## A HSE CULTURE MEASUREMENT RESOURCE



**A STARTING POINT TO CREATE THE 'VISION'**

## Establishing THE 'NOW' PICTURE WHERE DOES YOUR ORGANISATION SIT?

### MEASURING THE CULTURE CHANGE

The 'HEARTS & MINDS' HSE Culture Maturity Scale



Working from a detailed and impartial measure of the organisation's HSE culture to establish an accurate HSE 'NOW' picture offers an effective way to measure the culture change improvements, as further assessments can be undertaken at future points along 'The Journey', - or 'Roadmap', accurately showing progress made toward achieving the future 'VISION'.

To be able to measure improvements to the HSE culture, it helps to know where the organisation sits currently with its HSE culture maturity.

MindSafety uses the 'Hearts & Minds' HSE Culture Measurement model, and can conduct a detailed and impartial measure and assessment to establish a 'NOW' picture to help toward creating a 'VISION' for the future.

The "Route to the Top" (world-class HSE performance) means progressing up the HSE cultural ladder, developing an HSE culture maturity to become truly pro-active and generative.

There are many advantages to be had from such improvements and these will have impact well beyond HSE performance. For example, workloads may actually decrease as an organisation becomes proactive.

Increasing trust and collaboration can allow us to get on with our work without requiring extra supervision and control, - audits become more efficient and directed, taking less time, and managers can be left to manage, while workers get on with doing the job, safely and with a positive, motivated mindset.



*"Easy to use, everything is done online."*



*"MindSafety produced a comprehensive report and provided a great service."*



*"A very efficient process with all the hard work managed by MindSafety"*



*"A great advantage to know where we are culturally and this really helped to identify development opportunities."*

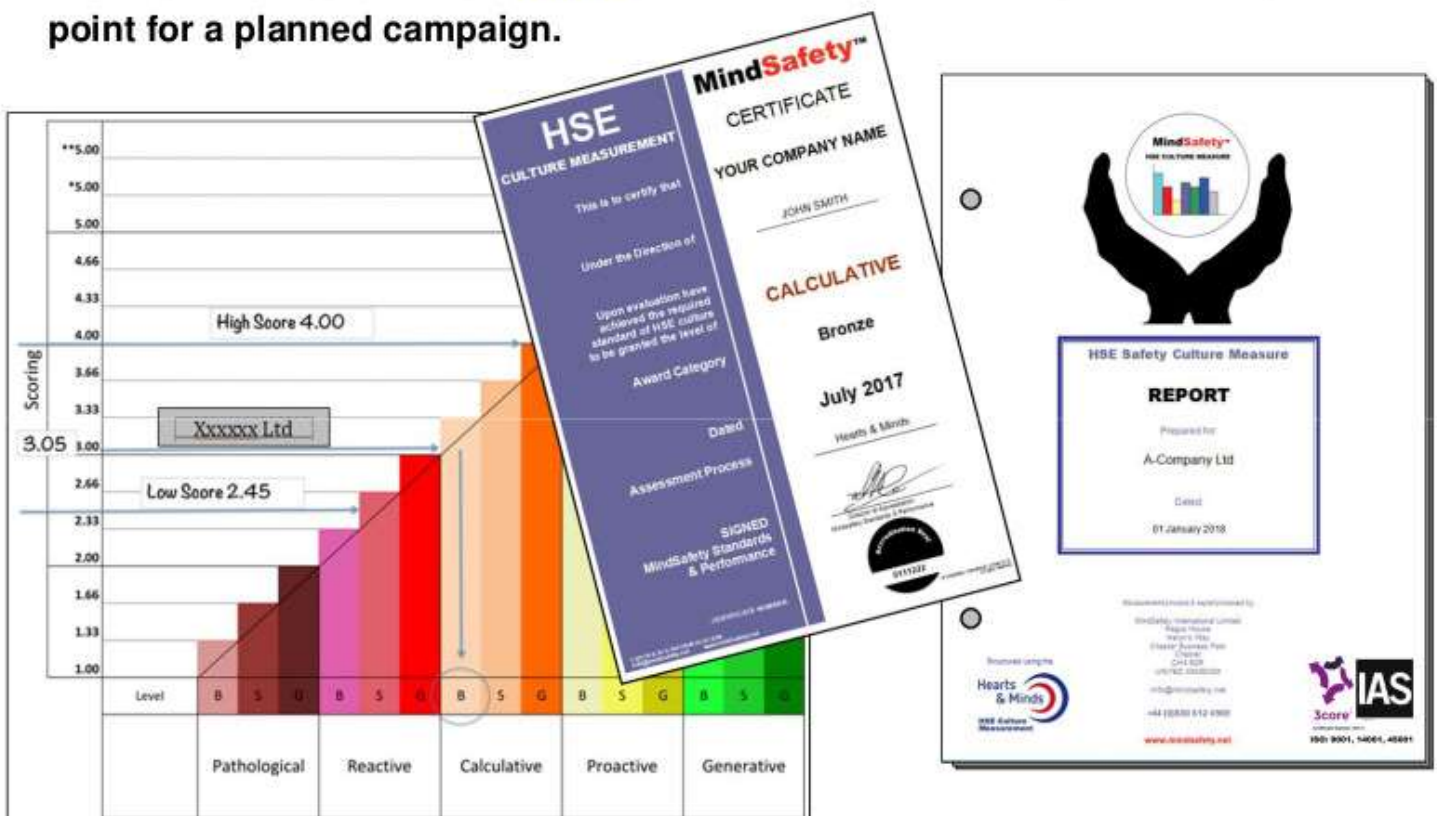
# UNDERSTANDING YOUR CULTURE



Using the highly respected Hearts & Minds HSE Culture Measurement mechanism, the report provides a full breakdown of responses from all participants from the workforce, which involves managers, supervisors and front-line workers, with a calculated assessment of all the responses aligning them against the HSE maturity scale.

The feedback process takes no longer than 10-minutes to complete for each candidate.

The report then provides a platform to plan a strategy for improvement and development, – providing a **'NOW'** picture to serve as a tangible starting point for a planned campaign.



# ‘Leaders Workshop’

A One-day event



## WORKSHOP AGENDA

- The Psychology & Behavioural Issues Relating to Health & Safety
- ‘Key Messages’ overview from the Core Principles
- Beliefs and Significance of Culture & Performance
- How Leaders can Influence beliefs supporting Behavioural Change
- Creating a future ‘Vision’ to focus the step-change process
- How to use tools from psychology and sociology to influence the Teams
- Sustaining the culture and an Introduction to Safety Coaching
- Summary & Close

**Target Audience:** Leaders and the Management Team

**Maximum Audience Size:** 20 Delegates

### Typical timings over one day are:

**Morning (2-hours):**

**Part 1:-**  
(Guide: 09:30 to 12:00)

Lunch Break – 60 minutes

**Afternoon: (2-hours):**

**Part 2:-**  
(Guide: 13:00 to 15:30)

Small variations to start and finish times are possible, to be flexible with your agenda.

**Best delivery days: Tuesday, Wednesday and/or Thursday.**

Please refer enquires as early as possible, to ensure your preferred date and time options.

## MANAGEMENT DEVELOPMENT WORKSHOP

An One-Day interactive event



### AGENDA OF TOPICS

- MindSafety Key Messages from the Core Principals
  - Overview of the Significance of Culture
  - Classical and operant conditioning
  - Conformity & Calibration
- 
- Influencing culture & beliefs – positive reinforcement & language shift
  - Planning a 'Roadmap' for the step-change process
  - How to support and promote the 'Key Messages' on site and within teams
  - Effective communication & engagement

**Target Audience:** Managers, Supervisors, and Team Leaders

**Maximum Audience Size per event:** 20 delegates per event

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### Typical timings *(Typical timings one day):*

**Morning:** Guide: 09:30 to 12:00

Lunch Break

**Afternoon:** Guide: 13:00 to 15:30

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Small variations to start and finish times may be possible, to be flexible with availability.



## **‘CHANGE YOUR MIND ABOUT SAFETY’**

### **MindSafety ‘Head Turning’ Event**

#### AGENDA OF TOPICS

- The Science of the Mind
- Conscious Overload (7 +/- 2)
- Alpha Sleep (Environmental Hypnosis)
- Making & Breaking Habits
- Classical Conditioning
- Toward & Away from Motivation
- Time v Risk – ( and ‘The Internal Optimist’ )
- The Experience Myth
- The Belief Cycle
- Summary of the ‘Key Messages’

*A fast-paced, fascinating & entertaining event*

*focussing on the issues that can affect behaviour in the workplace.*

*A full colour informative session handout, with a summary of the topics covered within this event, is also provided for each delegate.*



*“Once seen, never forgotten!”*

#### **GENERAL INFORMATION**

<b>TARGET AUDIENCE:</b>	Everyone you wish to influence - (Workforce, Contractors, Sub Contractors)
<b>MAXIMUM GROUP SIZE:</b>	No Restriction
<b>SESSION DURATION:</b>	2-hours
<b>SEATING STYLE:</b>	‘Horseshoe’, Theatre or Cabaret



# SETTING STANDARDS IN THE WORKPLACE SAFETY CULTURE



**TRAINING QUALIFICATIONS  
RECOGNISING SKILLS IN MAINTAINING  
A POSITIVE WORK-PLACED  
BEHAVIOURAL SAFETY CULTURE**

**AWARDED & MONITORED BY  
MINDSAFETY WHO ARE THE  
EXCLUSIVE ACCREDITING BODY**

## The International Safety Coach Association

*Designed to create & promote a uniform standard of positive work-placed behaviours throughout all industry sectors, which can be sustained into the long term.*

# The I.S.C.A. Awards in Occupational Safety Coach Training



This coveted standard, pioneered & created by MindSafety, is fast becoming the industry standard for maintaining a positive belief-based safety culture sustainable into the long term.

## Recognition

All participants who complete the two-day I.S.C.A. Foundation Workshop are registered on our global I.S.C.A. Safety Coach Database & receive a Certificate of Recognition through **MindSafety**, who are the exclusive Awarding Body.

*New coaches also receive a comprehensive resource kit, which includes:*

- Durable zipped bag*
- I.S.C.A. Safety Coach hi-viz vest*
- 'Key Messages' prompt card*
- 'Climate Survey' questionnaire sheets*
- Notepad displaying the 'Key Messages'*
- Further online resources to download*



**A STRUCTURED BEHAVIOURAL SAFETY PROGRAMME  
DESIGNED TO CONTINUALLY PROMOTE A POSITIVE &  
PROACTIVE SAFETY CULTURE**



# The I.S.C.A. Safety Coach Foundation Award

**10-Learning Hours over Two Days**

## COURSE SUMMARY AGENDA

Day 1	Day 2
Overview of the Core Principals Habits and Automatics – the Learning Cycle Overview of Culture The Bystander Effect Calibration and Conformity Beliefs and the Experience Myth Influencing Behaviours through Safety Coaching Q & A Summary & Close	Overview of the Role of the Safety Coach Communication & Engagement Methods Safety Coach Implementation Workshop Using the Resources & Setting Local Goals Summary of the Learning & Consolidation Q & A Course Evaluation & Close

**Group Size Restrictions: Maximum 20 delegates**

*Each delegate who completes the two-day workshop receives a certificate recognising their participation in the training.*

*Coaches who have completed this Foundation Course then have the option of further development & can train as an Advanced I.S.C.A. Safety Coach by attending Mindsafety's 4-day Advanced Safety Coach Masterclass, which focuses on delivery of the MindSafety material to the workforce.*

*All coaches receive a comprehensive Delegate Resource Pack containing a safety coach kit which includes resources to assist them in their new role.*

*New ISCA Safety Coaches also receive a personalised Membership Card showing their name and the date they completed the training.*

*Each new I.S.C.A. safety coach is allocated a unique membership number and are entered into the International Safety Coach Association database.*

## SUGGESTED TIMINGS

DAY 1	DAY 2
<b>Morning (2.5-hours):</b> Part 1:- (Guide: 09:30 to 12:00) Lunch Break	<b>Morning (2.5-hours):</b> Part 3:- (Guide: 09:30 to 12:00) Lunch Break
<b>Afternoon: (2.5-hours):</b> Part 2:- (Guide: 13:00 to 15:30)	<b>Afternoon: (2.5-hours):</b> Part 4:- (Guide: 13:00 to 15:30)



A QUALITY ESTABLISHED COMPANY  
 PROVIDING WORLD-CLASS TRAINING  
 SERVICES TO INDUSTRY



Certificate Number: 00131

ISO: 9001, 14001, 45001

## SOME OF OUR VALUED CLIENTS


Partnering with you to develop a 'GENERATIVE' world-class belief-based safety culture within your organisation.



Contact us today to find out more about how we can support you in your business.

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