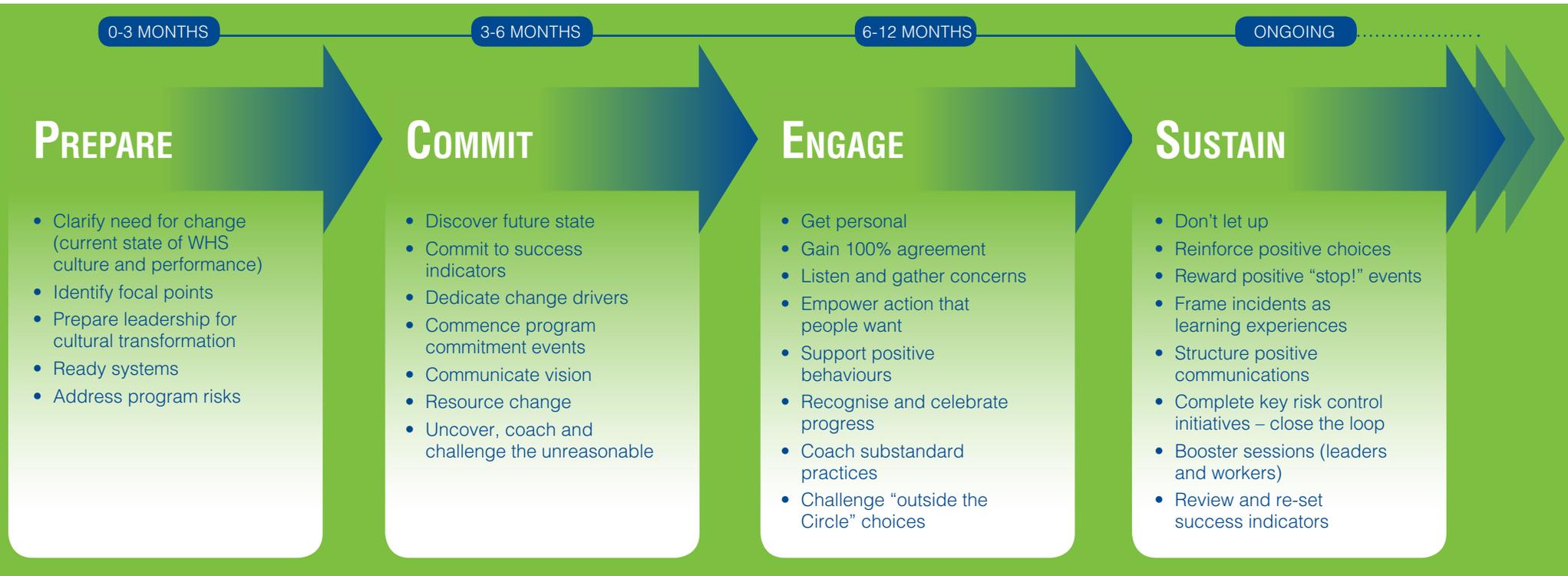


# The SafetyCircle® Program

A Four Stage Cultural Transformation Technology



## SafetyCircle Principles

Choices have consequence. We are responsible for our choices.

Safety Circle = Physical and psychological health and safety

Safety culture reflects the entire workplace culture.

Health and Safety is PERSONAL – not corporate.

Leaders must lead a positive culture.

Full participation is a must.

Working inside the Circle = managing risks well now...and now...and now

### Program Technology

- Cultural Maturity Index
- Lead and Lag Success Indicators
- SafetyCircle Agreements
- Personal Engagement – My Reason
- Leadership Development Program
- Language for Transformation
- Communication Skills
- Coaching Diamond
- Draw the Line
- Risk Relevance
- Go, See, Interact
- Positive Communications Media



SafetyCircle®

## What people say about SafetyCircle:

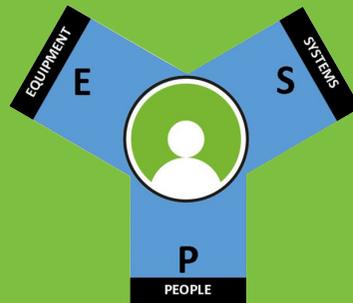
“Now I know how to have everyone on board with health and safety.” – P. Cornish CEO Wengfu Australia

“SafetyCircle is the simplest and most effective safety culture change approach I’ve ever seen.” –

Dr Ben Brooks PhD in Safety Culture, University of Tasmania

## What is SafetyCircle?

- A framework, language and tools for a positive health and safety culture
- A personal engagement training and support approach to enable self responsibility, self leadership, situational awareness and active risk management on the day (Home Safe and Well Today + Stop. Think. Choose.)
- A Leadership Development and Communication Skills program
- Provides a validated method for measuring/bench marking “safety culture” and the current perceptions of the state of WHS standards and performance in an organisation
- Provides an active field based interactions process: Go, See, Interact.
- Ongoing support, coaching, communications and development for sustained positive performance
- Online or face-to-face induction program
- Prioritised risk-control support program (with subject matter expert coaching)
- A suite of communications/engagement tools and support



## What is the basis of SafetyCircle?

SafetyCircle derives its power from its “in the field” effectiveness. We found that workers and leaders who used the language and actions consistent with everyone managing risks well and getting everyone home safe and well, did just that.

Through working with Dr Ben Brooks of UTas we then found that our field experience aligned with a safety culture theoretical basis that Rasmussen had proposed as the “Safety Space”.

The Circle and “inside/outside: choose” aspect is a cognitive dissonance framework that provides simplicity and clarity in a complex world of risks, rules and competing pressures. We also saw that the Patrick Hudson/Kiel Centre Safety Culture Maturity Ladder had marked similarities to our observations and research into what comprised a strong and consistent safety culture that we aspire to as Highly Reliable or up to Ultra Reliable (what Hudson/Kiel calls “proactive” up to “generative”).

The “Positive Psychology” stream of psychology and the tenets of Cognitive Behavioural Therapy also have clear resonance with the positive communication and engagement focus of SafetyCircle. Our emphasis that “language shifts culture” and “the context is decisive” go to reframe how to bridge the gap between your current workplace culture and one that you aspire to.

**Contact us to find out how SafetyCircle can transform your workplace culture.**

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