

THE HUMAN FACTOR IN SAFETY

Safety's not our business its our
passion



Safety is a journey that starts with a vision, set by 'leaders' and not as targets, set by 'managers'. It is different! It has no end point, no destination and no final victory – where 'zero' is not a number!

Safemap interventions are focused on changing culture and changing behavior. They are about passion and innovation in safety. The focus is on PEOPLE in the business. Our interventions have been developed by psychologists, safety professionals, industry experts and academia – combining the real world and advanced thinking from research. We offer an impeccable track record in our field.

Our clients include BHPBilliton, Anglo American, De Beers, Kinross, Southern Company, Boeing and many more.

We take you towards the true values of safety: care, commitment and capability.

PriSMA Culture

... RISK CULTURE ANALYSIS

TO MEASURE THE CULTURE OF THE ORGANIZATION.

Key Focus Areas:

Leadership
credibility

Risk-taking

Psychological safety

Alignment

Maturity

Features of PriSMA:

- ▶ Most advanced culture system available today
- ▶ Global database, one of the worlds largest
- ▶ Identifying strength, weakness, opportunities and threats
- ▶ Preferred supplier of large and small corporations
- ▶ Co-efficient of Chronic Unease

Benefits of PriSMA:

- ▶ Benchmarking against best-in-class
- ▶ Identifying strength, weakness, opportunities and threats
- ▶ Clear pathways for culture improvement
- ▶ Upstream metrics of true safety capacities
- ▶ Multiple metrics in HOP readiness and Psychological Safety



safeETHOS

FROM 'HIGH RELIABILITY' TO 'DEEPSAFE'®

CHANGE THE SAFETY MINDSET

Key Focus Areas:

Catastrophic
failures

'DeepSafe'
principles

Advanced risk
concepts

The science of
change

Features of safeETHOS:

- ▶ Introduction to 'DeepSafe' principles
- ▶ Analyze the features of own organization
- ▶ Apply 'DeepSafe' thinking for safety transformation

- ▶ Explore advanced risk concepts

Benefits of safeETHOS:

- ▶ Transform managing to leading
- ▶ Become future-focused
- ▶ Identify and map a safety change process
- ▶ Establish 'value engineering' in safety



safeCREWS

LEAD CREWS SAFELY

FIRST LINE SUPERVISORS WALK THE VISION, DO CULTURE AND LOCK CHANGE IN.

Key Focus Areas:

Communication

Readiness to respond

Elimination

Work-Safety Control

Synergy

Features of safeCREWS:

- ▶ Setting standards for jobs
- ▶ Coordinate crews, resources and equipment
- ▶ Develop responses to threats and error
- ▶ Resolving problems and conflicts

Benefits of safeCREWS:

- ▶ Team building and positive risk attitudes
- ▶ Manage reporting and risk transparency
- ▶ Apply responses to threats and error
- ▶ Create speak-out speak-up team spirit



safeTEAMS

LEAD TEAMS TO SAFETY

THE FRONT-LINE TEAM IS THE STRONGEST LINK IN THE SAFETY CHAIN.

Key Focus Areas:

Transparency of risk

Effective control

Accountabilities

Methods

System

Features of safeTEAMS:

- ▶ Maintain and exceed risk standards
- ▶ Verify and support critical controls
- ▶ Resolving internal problems and conflicts
- ▶ Apply 'rapid risk reduction' techniques

Benefits of safeTEAMS:

- ▶ Team building and positive risk attitudes
- ▶ Manage reporting and risk transparency
- ▶ Apply 'rapid risk reduction' techniques
- ▶ Create speak-out speak-up team spirit



safeEXEC

VISION, VALUES AND BEHAVIORS

EXECUTIVE LEADERS CREATE CULTURE AND THEY LEAD CHANGE...

Key Focus Areas:

- Catastrophic failures
- DeepSafe leadership
- Beyond Zero
- Safety strategies
- Risk management

Features of safeEXEC:

- ▶ Measure and match the team's DeepSafe practices
- ▶ Connect links between vision, values and voice
- ▶ Case studies of best-in-class companies
- ▶ Anatomy of catastrophic events

Benefits of safeEXEC:

- ▶ Re-set a powerful vision for change and results
- ▶ Lead challenges and transform safety
- ▶ Engineer the deep elimination of latent triggers of accidents
- ▶ Create readiness to respond to risk, relentlessly



safeLEADER

DeepSafe® LEADERSHIP

SENIOR LEADERS ENACT VISION, GUIDE CULTURE AND MAKE CHANGE HAPPEN.

Key Focus Areas:

- Catastrophic failures
- DeepSafe leadership
- Advanced safety
- Risk competency

Features of safeLEADER:

- ▶ Engagement and coaching skills for excellence
- ▶ Measuring and maturing human performance
- ▶ Development of risk competency

Benefits of safeLEADER:

- ▶ Inspiring action and commitment in safety
- ▶ Focus teams and systems on critical SIFC risks
- ▶ Re-engineer risk systems for dynamic impact
- ▶ Create readiness to respond to risk, relentlessly



safeMINDS

MINDFULNESS AND RISK SKILLS

THE MIND IS THE MOST POWERFUL RISK TOOL.

Key Focus Areas:

- Mindfulness
- Integration of safe work
- New safety
- Deep elimination of latent fatal risks
- Six Why's of risk

Features of safeMINDS:

- ▶ Experiential and advanced risk training
- ▶ Case studies and real world incidents
- ▶ Field exercises and application
- ▶ Create risk scenarios

Benefits of safeMINDS:

- ▶ Clear focus on serious risk
- ▶ Embedded risk analysis skills
- ▶ Risk channels of communication with management
- ▶ Insight into own risk behaviors



safeCOACH

VISIBLE FELT LEADERSHIP (VFL)

SHIFT FOCUS AWAY FROM 'POLICING' FOR SAFETY TO 'COACHING' FOR SAFETY, THROUGH POSITIVE SUPPORT AS OPPOSED TO NEGATIVE DISCIPLINE.

Key Focus Areas:

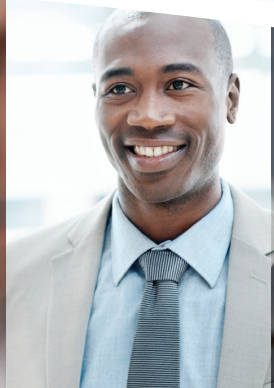
- Coaching style
- Coaching techniques
- Change behaviors
- Recognize positive efforts

Features of safeCOACH:

- ▶ Train supervisors in key coaching skills
- ▶ In-field coaching
- ▶ Positive recognition
- ▶ Conflict resolution skills
- ▶ Correcting unwanted behavior training
- ▶ Performance review

Benefits of safeCOACH:

- ▶ Leaders acquire improved team management skills
- ▶ Building a better team culture
- ▶ In-field adjustments in technical skills and team processes to allow for dynamic improvement





**CORRIE
PITZER**
CEO SAFEMAP
INTERNATIONAL

OUR TEAM



**EWAN
ALEXANDER**
COO RISKMAP
INTERNATIONAL



**KIMM
BARKER**
COO SAFEMAP
INTERNATIONAL



**DR. ROSEMARY
MURRAY**
SVP SAFEMAP
RESEACH/
DEVELOPMENT



**ALEX
STEINHAUS**
SVP SAFEMAP
LATINOMERICA



**ERIC
RATSHIKHOPHA**
SVP SAFEMAP
AFRICA



**BRETT
READ**
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