

# The Cultural Web

## Safety Culture Assessment Exercise

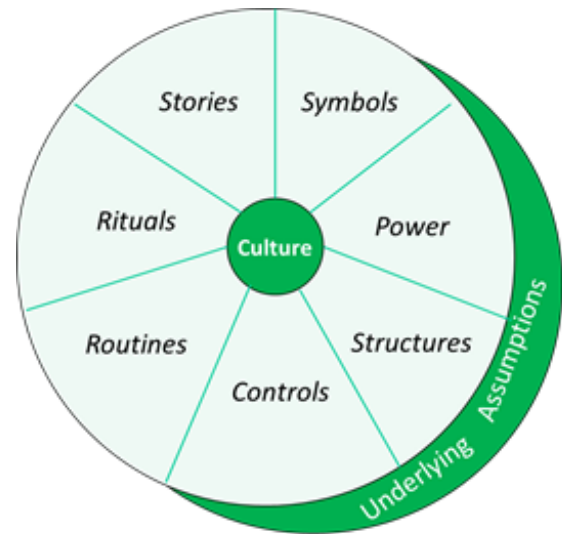
### Introduction

The financial benefits to be gained from assessing and improving your safety culture can be immense. It can lower incident and absenteeism rates, reduce insurance premiums, and help to improve productivity, quality & profitability.

### Aims

As with most things in life the best way to assess your safety culture is to break the task down into smaller manageable chunks. The 'Cultural Web' is a powerful diagnostic methodology, that prompts attendees to explore the way safety is currently being operationalized. The results provide a basic understanding of your current safety culture.

The Cultural Web aims to help you discover **'where you are now'** within seven elements. Revealing how safety is viewed by people in your company, the results may differ from expectations. Constantly reinforcing people's underlying assumptions about safety, these views guide people's current safety behaviors.



The Cultural Web is then used as a prompt to identify any desired safety improvements by asking people **where they want safety to be** in your company. Once completed, attendees perform a **gap analysis** to identify 'areas of opportunity' and provide a clear picture of any specific safety factors requiring change.

Prioritising such changes, attendees identify the forces that work in favour of, as well as against, change, and then develop appropriate action plans.

### Outcomes

- ✓ Identify current status of safety
- ✓ Identify strengths and areas of opportunity
- ✓ Know what you want to change
- ✓ Identify barriers to progress
- ✓ Develop action plans
- ✓ Motivate your people to improve safety

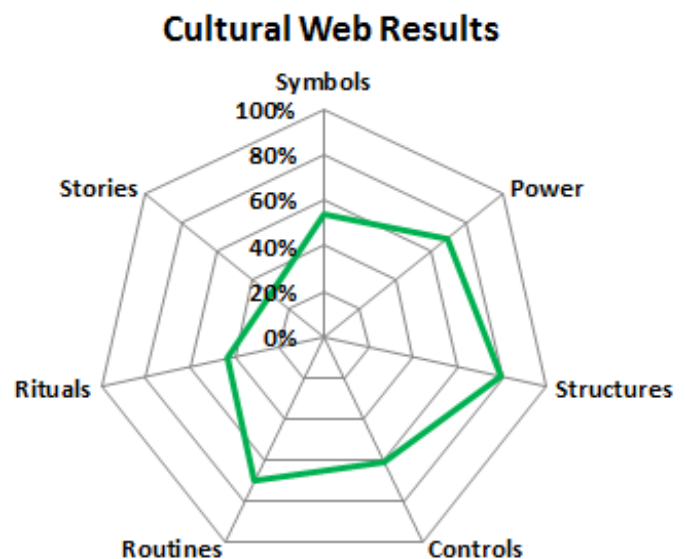
**Prior Knowledge:** Not required.

**Course Duration:** 1 X 8 hour day.

**Course Capacity:** 25-50 people per session.

### Intended for

Companies striving to improve their safety performance, and reduce their incident costs.



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