



SAFETY FIRST LEADERSHIP:

Influence and inspire a culture of safety excellence

e-Brochure 2024

understood

WHO WE ARE



Carolyn Quinton, Founder & Director

We are Understood.

Our **brilliantly bespoke learning experiences drive engagement and transform behaviour.**

Everything we do is centred around a fundamental human need: **to understand and to be understood.**

This is what drives engagement and leads to great experiences for your employees and customers.

Our approach is **investigative and consultative...**

*We review. We question.
We listen. We understand.*

Our aim is to get under the skin of your organisation and truly understand: your employees, your customers, your organisation and its challenges.

We create top-notch, tailor-made training programmes that get results because they are real, relevant and impactful.

“ You truly feel that the work is in not only capable hands, but with people that really understand the outcomes you’re aiming for and why you’re doing what you do. The standard of production and design is nothing short of brilliant.

Hansi Jackson, Head of Learning & Development, First Bus

THE WHAT & THE WHY

Our Safety First Leadership Programme is designed to guide the leaders in your business to influence and inspire a positive safety culture.

Putting safety first is one of the best strategies for getting an organisation to realise its potential.

Rodd Wagner, Executive Advisor SafeStart, [Forbes article](#)

THE LOWDOWN

-  Aimed at senior leaders; can be adapted for middle managers.
-  Eight modules:
 1. Safety First
 2. Safety Culture Maturity
 3. Shaping a Safety Culture
 4. Recording & Reporting
 5. Human Factors
 6. Case Study
 7. A Coaching Culture
 8. In Safe Hands
-  In-person delivery: one-day course (or two x half-day courses)
-  Up to 16 participants
-  Tailored to organisation
-  Printed and bound Toolkit with personal action plan; pre- and post- course tasks and activities
-  Option to include bespoke film or audio content

The benefits of a strong safety culture*

- Prevention of loss and injury
- Improved employee wellbeing, morale, communication & engagement
- Increased efficiency & productivity
- Enhanced financial performance

* [Read our blog post](#) to learn how a 'safety first' culture can benefit your organisation

 [Click to read our blog](#)

A leadership team that cracks the code on keeping people safe will simultaneously drive higher levels of performance in ways otherwise difficult to accomplish.

Rodd Wagner, Executive Advisor SafeStart, [Forbes article](#)

From the transport and manufacturing sectors to office environments, safety is crucial. What could possibly be more important for any organisation than keeping people safe?

Evidence tells us that putting employees (and customers) first is a brilliant business strategy. So it makes sense to start with their most basic need: to be safe.

Aside from the obvious and overriding motivator of preventing loss and injury, businesses can benefit in multiple ways from creating a culture where safety is top priority. A strong safety culture can improve employee wellbeing, performance, productivity and profitability.

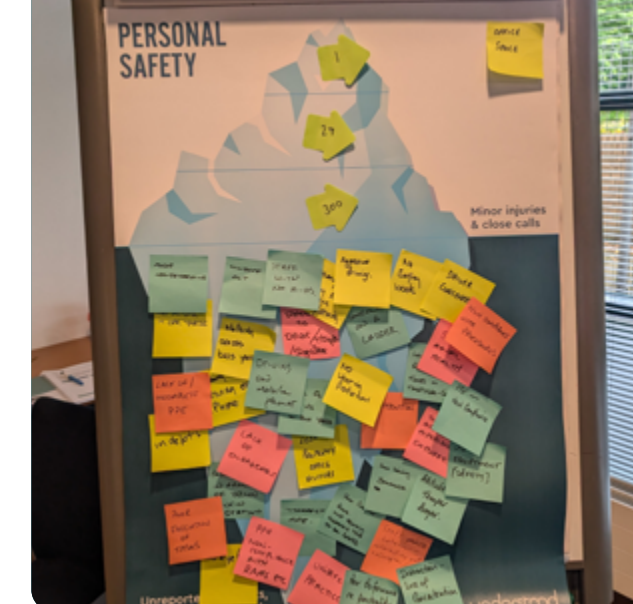


SUCCESSFUL 'SAFETY FIRST' SENIOR LEADERS...

- **ALWAYS** prioritise safety
- Feel genuinely committed to driving a better safety culture
- Influence and promote a positive safety culture by role modelling, recognising and inspiring the right safety behaviours
- Are visible and approachable as safety leaders
- Effectively challenge (and be challenged for) poor safety behaviours
- Continue to develop and share their knowledge of safety matters
- Understand the legal responsibilities of employers

“ Understood designed and delivered an exceptional course for our Senior Leaders. They demonstrated a deep understanding of our business, creating a highly impactful day’s training that truly resonated with our team and significantly raised safety leadership.

John Thompson, Head of Safety & Corporate Responsibility, Translink



LEARNING OBJECTIVES

By the end of the Safety First Leadership Programme, senior leaders will:

- Be fully committed to ensuring safety remains the top priority for your organisation
- Understand the significance of visible, approachable, and active leadership in fostering a mature safety culture
- Learn how to proactively influence a positive safety culture through coaching, risk analysis, and sharing of lessons learnt
- Recognise health and safety as a critical business risk, understanding the need to meet legal safety responsibilities
- Increase proficiency in conducting meaningful safety tours and conversations that drive continuous improvement
- Understand risk-taking behaviours, drawing insights from relevant case studies and an analysis of human factors
- Build confidence in understanding and applying your organisation’s key safety processes, principles, and messaging

COURSE CONTENT

1 SAFETY FIRST

Experience a powerful introduction featuring inspiring senior leadership anecdotes, engaging safety moments, and eye-opening statistics that highlight the importance of organisational safety.

2 SAFETY CULTURE MATURITY

Learn to navigate evolving health and safety laws, assess your organisation's safety culture using the HSE Safety Culture Maturity Model, benchmark against industry standards, and develop a strategic plan for cultural improvement.

3 SHAPING A SAFETY CULTURE

Explore and prioritise the key elements of a progressive safety culture, balancing leadership, employee engagement, and practical safety messaging to reinforce and support your organisation's safety priorities.

4 RECORDING & REPORTING

Master the art of effective safety recording and reporting, identify potential concerns using Heinrich's Triangle, overcome barriers to incident reporting, and develop improved practices through focused gap analysis.

“ Very engaging and thought provoking. Provided a fresh look at our safety culture.

“ Interactive, fun and fast-paced.



“ I liked the fact it was interactive and there were tangible outputs from the sessions.



5 HUMAN FACTORS

Understand the impact of human factors on safety, analysing the reasons behind risk-taking and exploring key concepts such as situational awareness, tunnel vision, cognitive overload, the alpha state, and the ABC Model.

6 CASE STUDY

Engage with a real or fictional case study to analyse the impact of leadership decisions on safety culture; develop strategies for reinforcing a safety-first approach through effective communication and leadership.

7 A COACHING CULTURE

Develop key safety coaching skills to influence a positive safety culture, identify coaching opportunities, and apply these skills effectively through hands-on practice.

8 IN SAFE HANDS

Understand the impact of safety on organisational performance and customer experience, develop a comprehensive action plan, and commit to collaborative key actions for measurable safety improvements.



“ Safety coaching framework was excellent.

OUR VALUE

100%

of course participants would recommend this course to a colleague or a friend*

“ Fun, highly engaging and interactive. Key takeaway for me was the importance of visible, felt and authentic safety leadership.

Damian Bannon, Belfast Area Manager, Translink

What's included:

- Pre-course consultation, including employee survey
- Tailoring of course to organisational needs
- Face-to-face delivery by Understood Facilitator
- One full-day course (or two half-days)
- Up to 16 participants
- Professionally designed, printed and bound Toolkits (including organisation's branding)
- All other course resources and materials
- Pre- and post-course tasks and activities
- Course evaluation
- Expenses

Notes:

* Across a series of three Strategic Safety courses we ran for Translink Senior Leaders in 2024

BESPOKE FILM PRODUCTION

Why?

Short, thought-provoking films or audio stimulate discussion and embed learning. You can also use your films as part of internal and external communications campaigns.

How?

We manage all pre-production and post-production activity: we prepare contributors, create scripts and direct, shoot and edit the films to a high-quality, professional standard.

How much?

Our film production costs are fair and affordable. We produce content for a wide range of budgets, and we can tailor our video production package to suit your requirements.



[Click for a flavour of what we've done...](#)

“ The videos were the best bit – to see how other drivers work their lifestyle around their job.

“ My favourite part was the videos about real life driver stories.



Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

www.understooduk.com

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