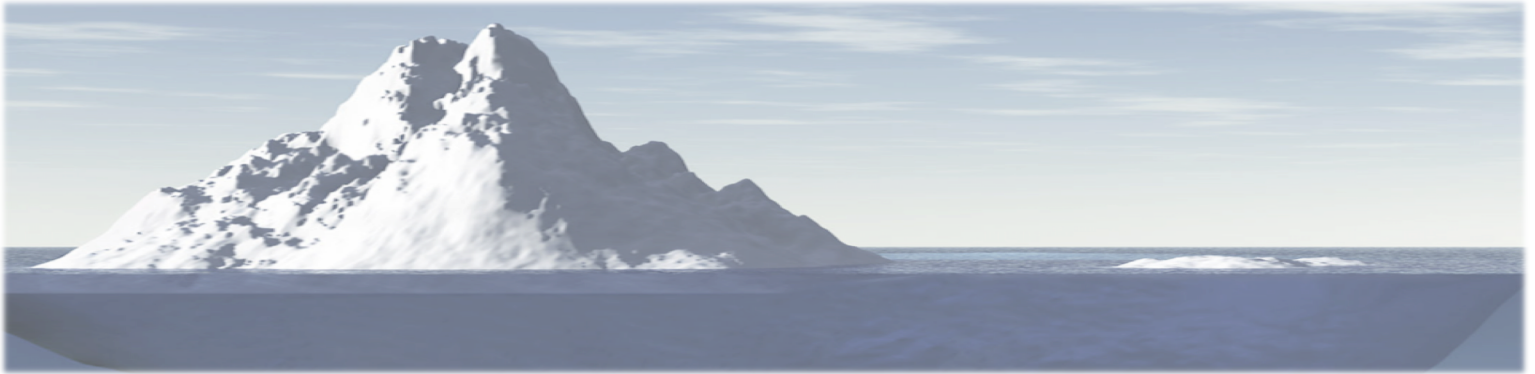


Culture Iceberg® Workshop

Understanding the Power of Group Norms on Safety Behavior



When employees do not follow written procedures, they are usually following unwritten rules (the invisible culture) that often undermine policy, yet are reinforced by the norms of the peer group and by long-standing assumptions about the way work is done. The Culture Iceberg® workshop provides participants with basic safety culture concepts and an interactive group-based exercise to understand how norms and assumptions can function as serious cultural hazards even in a culture whose overall safety commitment is strong. This awareness is an introductory step to engaging employees to better align workplace norms with best safety practices.

Objectives and Outcomes:

- ✓ Understand the definition of safety culture, and basic principles and concepts of culture change.
- ✓ Raise awareness on the influence of group norms on safety behavior, both positive and negative.
- ✓ Understand how unwanted norms are held in place by longstanding assumptions and beliefs.
- ✓ Apply an introductory culture-based tool to surface unwanted workplace norms.

Methodology	Concepts and skills are applied interactively in an engaging way.
Workshop Duration	Half-Day Workshop
Organizational Level	Tailored to a specific site or conducted with a general audience
Intended Participants	Front-line to management levels; Effective with teams or workgroups.
Culture Change Experience	Beginner

Contact us for more information!

(914) 315-6076

info@culturechange.com

www.culturechange.com



Other Workshops You Might be Interested In:

- ✓ *Changing Norms®*
- ✓ *Safety Imaging™*