

Implementing Culture Change through Grassroots Safety Leadership

The Three-Day Course

Acquire the tools you need to be a
CULTURE CHANGE CHAMPION

Taught by **Dr. Steven I. Simon**
“The Father of Safety Culture”



www.culturechange.com

PURPOSE

Implementing Culture Change through Grassroots Safety Leadership— The Three-Day Course

Are you looking for ways to expand your capabilities in the areas of culture-based safety and organizational change management? Do you want to learn proven tools, models and intervention methods used by the best safety culture change practitioners? Do you think sharing best practices with peers addressing similar challenges will help you implement safety culture change in your organization?

If you answered **yes** to any of the above questions, then this three-day intensive course is for you!

Presented by the originator of the Grassroots Safety Leadership™ methodology, this course covers the entire process of creating cultural change through employee involvement. It is designed for those who need a road map: tools that will enable you to train and guide others in your organization to achieve breakthrough safety performance through employee-led safety culture change.

Participants will:

- acquire a profound understanding of how culture and organizational systems affect your safety performance;
- learn how organizations have achieved 50–80% decreases in accidents and maintained them through implementation of Grassroots Safety Leadership™;
- gain an understanding of the leadership roles necessary for successful culture change;
- learn concrete, practical techniques to get and sustain grassroots involvement, ownership and leadership in safety;
- learn 10 culture-based tools which can be immediately applied back into your workplace;
- learn how companies are improving their safety records through union/management cooperation for safety.

“ I found such value in this course, I have sent more than 100 people to it to become culture change champions. My goal is to have every manager and union safety committee chair, as well as many of my supervisors attend. It's really worked for us. ”

-Pete Cistaro, VP Gas Delivery, PSE&G

Who should attend?

This three-day course is designed for people who have a passionate interest in becoming “culture change champions” capable of guiding the implementation of culture-based, employee-led safety within their organizations. Previous attendees have come from all levels of the organization, and have included: Vice Presidents of Operations, Plant Managers, Corporate Safety Directors, Safety Professionals, Front-Line Supervisors and Department Heads, Organization Development Specialists, Trainers, Hourly Workers, Safety Committee Members and Union Leaders.

What you will learn

Day One

Culture Change Champion Core Competencies

4 Phases of the Culture Change Process

- Enlisting and Educating Leaders
- Assessing the Culture
- Driving Change from the Grassroots
- Generating Culture-Based Projects

Phase I: Enlisting and Educating Leaders

- Safety Culture Concepts
- What is Safety Culture Leadership?
- Key Leadership Practices

Phase II: Assessing the Culture

- What is a culture assessment?
- What are the 4 elements of a formal assessment?
- How safety culture perceptions correlate to safety performance
- The Simon Open System Culture Change Model™

Day Two

Phase III: Driving Change from the Grassroots

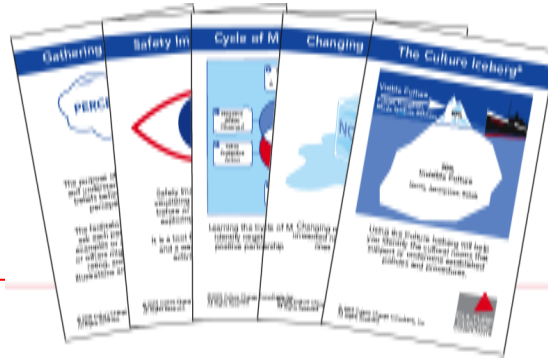
- Why a dedicated structure is needed to manage the transition to the desired culture
- Explanation of the Grassroots Safety Leadership Team™ structure
- The roles and responsibilities of the Guidance Team and the Grassroots Team
- How the Coach fits into the Grassroots Safety Leadership Team™ structure
- What conditions are necessary for effective teams
- Why empowerment is important
- How to build trust through partnership
 - How trust is correlated to safety performance
 - How to break cycles of mistrust
 - How to restore trust

Day Three

Phase IV: Generating Culture-Based Projects

- Learn the 7-step culture-based project planning process
- Participate in a mock safety culture forum where culture-based projects are presented

Culture Change Tool Kit™



Tools

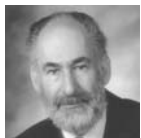
1. **Culture Iceberg™**-helps identify the cultural norms that support or undermine established policies and procedures.
2. **Changing Norms™**-helps change unwanted norms and instill desirable ones in your workplace.
3. **Cycle of Mistrust™**-helps identify negative assumptions and build positive partnerships in your workplace.
4. **Safety Imaging™**-helps raise safety awareness and involves employees in active accident prevention.
5. **Gathering Perceptions™**-helps discover and understand the experiences and beliefs behind employees' culture perception survey ratings.
6. **Team Effectiveness™**-helps teams diagnose and correct problems, challenges and difficulties they are encountering.
7. **Empowerment Continuum™**-helps teams reach agreement with resourcing groups as to how much authority they should have for their projects.
8. **Leadership Inventory™**-provides ways to evaluate one's current leadership skills and develop action plans to improve them.
9. **Culture-Based Projects™**-7-step tool that helps to ensure a focus on culture in your team's action-planning process.
10. **Pathway to Change™**-helps identify where you are on the pathway to change and develop action plans to get where you would like to be.

“ The course was a great way of tying together all the parts of the Culture Change process. It will help me champion the process more effectively in our 60 locations. While not new to the process, attending the course for me was a great best practice sharing event and gave me lots of new ideas and ways of looking at it. ”



-Rob Wagner, Culture Change Program Manager, GE

Course Leaders



Steven I. Simon, Ph.D.

President of Culture Change Consultants

An organizational change consultant with a doctorate in psychology from Harvard University, Dr. Simon is a pioneer in applying culture change principles to the workplace. Amongst the unique tools he uses to analyze influences of organizational culture on safety performance are the Simon Open System Model™ and the Safety Culture Perception Survey™, a validated instrument for assessing the cultural factors that correlate to safety performance. A frequent speaker at national safety conferences and a prolific writer, he co-authored the four-book Grassroots Safety Leadership™ series, a comprehensive guide for implementing organization-wide safety culture change.



Harvey J. Liss, Ph.D.

Dr. Liss is an organizational development expert who specializes in group facilitation, cultural analysis and guiding clients engaged in long-term safety culture change. Recent clients include Toyota, GE, Harley-Davidson, General Mills and Consumers Energy. For the past 5 years, Dr. Liss has facilitated 65 culture change workshops for GE I&RS throughout Australia, Europe, the Mideast, Asia and North America.

Consultants



Nicholas Krump, M.S.
Phoenix, AZ



Jere Zimmerman
Golden, CO



Jonathan Hyden
Los Angeles, CA



Antonio Estrada, M.S.
San Diego, CA

Course Manager

Liane Recchia
Larchmont, NY

“The passion that the instructors have on cultural change is certainly worth taking this course.”

-P. Copeland, Union Safety Rep, Harley-Davidson



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Implementing Culture Change

Through Grassroots Safety Leadership- The Three Day Course

Courtyard by Marriott San Diego/Liberty Station
San Diego, California



PLEASE SELECT ONE:

May 7-9, 2019

September 17-19, 2019

PARTICIPANT INFORMATION:

Name (First, M.I., Last): _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Plant or Site: _____

Phone: () _____ Email: _____

Name on Badge: _____ Job Classification: _____

Male Female

Hourly Salary

PAYMENT INFORMATION:

Course Package*: \$2,995

*Includes course fees and materials, 3-days breakfast and lunch, opening reception and 1 dinner.

Credit Card

Invoice/PO#

Credit Card or PO# _____ Expiration Date: _____

Please submit completed registration form by fax or email to Liane Basso:

Fax: (914) 315-6077 Email: Liane@culturechange.com

Phone: (914) 315-6076

HOTEL INFORMATION:

*Please note each course begins Monday night with an opening session and reception.
Additional course and travel information will be provided after registering.*

Courtyard by Marriott San Diego/Liberty Station (619) 221-1900		
Dates:	May 7-9, 2019	September 17-19, 2019
Room Rate:	\$185/night	\$185/night
Deadline for lower rate:	4/5/19	8/16/19
To get our discounted rate, mention that you are participating in the Culture Change Course.		

Cancellation Policy: More than 2 months prior to the event-full refund. Cancellation occurring between 2 months to 1 month prior to the event-75% refund. Cancellation occurring between 1 month to 10 business days prior to the event 50% refund. Cancellation occurring less than 10 business days prior to the event-no refund. Full registration amount may be transferred to a future course if notice is given 30 days before the course begins.