



Implementing a TransformationalSafety.Com Safety Psychology Service within your Organization

What is a Safety Psychologist?



This is a question I am frequently asked, and quite a reasonable one it is too.

The title suggests exactly what it is. It is a Psychologist who specialises/focuses on the world of Safety. Sorry, it really is as simple as that. Yet there is a level of “meaning” which makes it so much more than that.

To properly explain this I need to make several observations about the profession of Psychology.

In its simplest form the Psychologist is a “scientist who specialises in all aspects of human behaviour”. Next time you are curious as to why the brake lights are red on the car; thank a Psychologist—they determined that red is the colour that does not intrude on your “night vision” when exposed.

Next time you are on an aircraft and you wonder how the pilots make “sense” of all those little lights and buttons all over the place; thank a Psychologist—they decided the best place to put things to minimise confusion. Before the engineers get upset, yes it is a very collaborative effort designing the human interface of high tech processes.

The initial training of all Psychologists involves a thorough foundation in what is called “scientific method”. It is for this reason that Psychologists are often also referred to as Behavioural Scientists.

Psychologists are truly involved in so many levels of our societies. There are the obvious examples above. Then there are the areas that are a little less known. Next time you go to the shops and walk out with something, wondering why did I buy that? Spend a moment thinking about the backrooms, of psychology trained professionals, giving the marketing guys advice on colour of advertising, product placement, subliminal influencing etc. This is probably not an area we should be proud off—*personal opinion only*.

So let's come back to the question of Safety. In the early days, of attention to workplace health and safety, a great deal of emphasis was placed on the "engineering" of plant and equipment as a key tool toward making workplaces safer. This is as it should be, by the way. We don't want our people having to function within physical systems that are potentially hazardous to them. It is interesting to note though, that in the United States and Canada the most well-known "safety organisations" are the American Society of Safety Engineers (ASSE) and the Canadian Society of Safety Engineers (CSSE). See the word "engineer" so visibly and powerfully placed. That is quite problematic, as it has allowed an expectation to develop that safety is the purview of the "engineer". That is indeed unfortunate, as Safety is a collaborative effort encompassing a wide confluence of professional thinking. Fortunately, these organisations have finally listened and in 2018 removed the word "engineer" from their title.

What has been the most influential safety movement of the last decade or so? It is generally referred to as Behavioural Based Safety (BBS). The development of BBS was based on a premise that 90%+ of all accidents have their basis in the behaviour of a person. Unfortunately this is a convenient misinterpretation of the true evidence, but it has taken on a life of its own. Enough of that.

Anyway, the BBS approach to safety has its history in the application of the principles of behavioural psychology to the accident causation sequence. In other words, BBS was created by psychologists in response to a need identified by "the market".

More recently it has been demonstrated, by some of the world's pre-eminent safety researchers, that BBS frequently fails to deliver sustained performance improvements. The common experience (in safety immature organisations) is a significant positive improvement in standard injury based metrics. This often does not last though. It has been referred to as the "plateau effect" or "glass ceiling". TransformationalSafety.Com was one of the first in the global safety community to identify specific and measurable organisational leadership factors (Transformational Safety® Leadership), as instrumental tools to use to shatter that "glass ceiling".

So having spent some time very briefly exploring some basic involvements of the profession of Psychology to life and safety, let us now consider why a Safety Psychologist, or somebody trained from a psychology frame of reference, might add value to an organisation.

Probably the most valuable input to the business this sort of profession is able to bring to the table is a questioning attitude based upon the scientific method, or thinking; which is so much a part of their training. The key difference to other "scientists", who might be present within the business, is that these psychologists apply that thinking primarily to the human and systemic interfaces within the organisation.

Within the world of Safety we find that the human element is so much a factor within the accident causation sequence. That is not to say that the human element is in any way the "cause" of the accident! More often than not it is this human element that may act as the "safety switch" within the accident causation sequence. Unfortunately, because you have not "seen" the accident happen, you are also unaware that the human element has "saved" you. Try getting your head around the complexities of that little observation.

Already you may be thinking this sounds a little different from the incessant noises you hear about “unsafe acts” etc. It is!

Safety Psychologists acknowledge and promote accident causation as being a product of a multi-factorial process being played out within the organisations of the World.

There would be great value in ensuring that you have a Safety Psychologist on your Team.



Safety Psychology Package Opportunities

Platinum Support Package:

Investment: US \$105,000 annum (based on a three-year Service Agreement)

- Forty (40) consulting days/annum
 - The Platinum Support Package is the most comprehensive safety psychology program available.
 - The Platinum Support Package allows you to highly integrate the science of Safety Psychology within multiple levels of the organisation.
 - The Platinum Support Package is the optimum intervention which ensures that your organization is able to stay at the pinnacle of understanding/ implementing/integrating safety psychological frameworks within your business.
 - The Platinum Support Package is extremely flexible and may include:-
 - Safety Program Design
 - Safety Culture Analysis and Recommendations
 - Safety Leadership Analysis and Development
 - High Reliability Performance Analysis
 - Accident Investigation Input – Psychology Viewpoint
 - 1:1 and group safety development coaching
 - Accident Causation Education
 - SAFE-T-SOS Psycho - Behavioural Systems Development
 - SAFE-T-FOURZERO Technologies Organizational Review
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 - Additional Days may be added to the Platinum Support Package at a fifty per cent (50%) discount on the standard daily investment.
 - The Platinum Support Package also includes up to two (2) international transfers per annum ex Sydney (Australia) to the nearest international port of entry.
 - The Platinum Support Package is available in three (3) year and (2) year¹ Service Agreement schedules.

¹ The 2 Year Service Agreement requires an investment of US\$115,000 per annum

Gold Support Package:

Investment: US \$90,000 annum (based on a two-year Service Agreement)

- Thirty (30) consulting days/annum
 - The Gold Support Package is a highly effective way of building a successful Safety Psychology practice within the organization.
 - The Gold Support Package is extremely flexible and may include:-
 - As per the Platinum Support Package
 - Additional Days may be added to the Gold Support Package at a twenty-five per cent (25%) discount on the standard daily investment.
 - The Gold Support Package also includes one (1) international transfer per annum ex Sydney (Australia) to the nearest international port of entry.
 - The Gold Support Package is available in two (2) year and (1) year² Service Agreement schedules.

Silver Support Package:

Investment: US \$65,000 annum

- Twenty Days (20) consulting days/annum
 - The Silver Support Package is an effective way of introducing a basic Safety Psychology presence within the organization.
 - The Silver Support Package is highly flexible and may include:-
 - As per the Platinum Support Package
 - Additional Days may be added to the Silver Support Package (in five-day blocks) at a twenty-five per cent (25%) discount on the standard daily investment.
 - The Silver Support Package is available in (1) year Service Agreement schedules.

² The 1 Year Service Agreement requires an investment of US\$95,000 per annum



David G Broadbent
Safety Psychologist – Global
TransformationalSafety.Com
Alliance House
12 Ken Tubman Drive, MAITLAND, NSW, 2320
AUSTRALIA
Tel: +61-411-252534
E-mail: broadbentd@transformationalsafety.com
Skype: d.g.broadbent



PROFILE

A highly experienced and innovative corporate and counselling psychologist who has synthesised these frameworks into a value adding experience for a large and varied customer base. David is very focused upon the needs of his customers and this is evidenced by a business that continues to prosper within a referral network created by customer satisfaction.

David has highly developed interpersonal and group work skills and this has resulted in recognition both nationally and internationally for his pragmatic ability to deliver the most complex information in an entertaining and successful style.

David's expertise in the world of occupational safety is highly regarded and he is regularly sought after as a speaker at conference venues and corporate events throughout the World.

David is the Creator of the internationally recognised Transformational Safety Model and regularly assists organisations assess and develop their safety management systems toward world's Best Practice.

SKILLS SUMMARY

- Metallurgist, in a "past life", makes David one of the very few Safety Psychologist's in the world with such a **powerful industrial history**.
- Highly experienced **Groupwork Facilitator**.
- Demonstrated **Program Development** skills within a variety of industrial environments.
- **Leadership Development** and **Change Management** strategist within organisational settings.
- Developed and implemented the **POWER® Management Systems**; an integrated management skillset collection.
- Development and provision of **Safety Management Systems** for both domestic and international consumption.
- Creator of the **SAFE-T-NET Technologies**; which is an integrated suite of safety products that place safety system development within an empirically based psycho-behavioural framework – and in multiple languages as well!
- Internationally recognised as one of the foremost commentators on **Full Range Leadership** and associations with corporate and safety outcomes.
- **Industrial History** and a pragmatic ability to relate within all levels of an organisation; from the Stock Room to the Board Room.
- Industry leader in the development of **Trauma Recovery Solutions** within organisational frameworks.
- **Experienced presenter** to both small groups and large convention centres.

CAREER HIGHLIGHTS

- Director of Strategic Management Systems; a customer focused organisational psychology practice.
- Development of a trauma education package for one of Australia's largest multi-national corporations.
- Creator of The Transformational Safety® System; the World's only integrated safety culture assessment system incorporating Transformational Leadership® Theory.
- Creator of the SAFE-T-NET Technologies; a fully integrated multi-lingual relationship based safety development system.
- Creator of the SAFE-T-SOS behavioural systems: the worlds most advanced safety system grounded within the Transformational Safety® Leadership technologies.

QUALIFICATIONS

- Bachelor of Arts (Psych-Hons) - 1987
- Certificate IV in Assessment & Workplace Training – 2000
- Advanced Trauma Specialist – International Critical Incident Stress Foundation - 2000
- Advanced Coach – MLQ Leadership Development Systems – 2001

EMPLOYMENT HISTORY

Managing Director - Strategic Management Systems Pty Ltd

Incorporating: TransformationalSafety.Com – Integrated Safety Culture Analysis and Reporting
The Safety Site – International Provider of Integrated Workplace Safety Systems
DG Broadbent & Associates – Organisational and Counselling Psychologists
The Leadership College – Leadership Development Solutions throughout the Asia-Pacific

Key Deliverables:

Leadership Development

- Designed the Lead to Succeed® Program - An outcome oriented leadership development program incorporating Full Range Leadership principles.
- Developed Good to Greater® - The Asia-Pacific's first experiential workshop incorporating the seminal works of Jim Collins' Good to Great.
- Developed Project to Success® - A Project Management education primer with particular emphasis upon integrated leadership competencies.
- Created the ATLAS® Paradigm: A leadership competency framework for developmental coaching.

Safety Culture Analysis

- Developed and implemented the Integrated Safety Culture Assessment® model drawing upon contemporary safety culture research.
- Regularly provides strategic advice to both domestic and international clients in regard to safety enhancement programs.
- Developed and provides a cross-cultural multi-lingual safety culture assessment system (SAFE-T-NET Technologies).
- Created The Transformational Safety System®: The world's first fully integrated safety culture enhancement system incorporating Full Range Leadership Theory.
- Created the Process Safety Questionnaire (PSQ) – the World's first integrated Process Safety perception survey instrument.

Occupational Health and Safety

- Assisted a key regional employer reduce their workers compensation exposure from \$1,200,000 to \$60,000 across three (3) years.
- Assisted a key regional employer improve their occupational injury return to work rate from 35% to 100% within a twelve (12) month cycle.
- Developed an integrated EAP/Injury Management System for a high stress work environment which improved return to rates from 0% to >80% within a twelve (12) month cycle.
- NSW Workcover accredited Rehabilitation Provider with the highest sustained Return to Work Rate for the preceding fifteen (15) years.
- Has assisted global corporations with review and design of safety management systems.
- Developed the SAFE-T-SOS Behavioural Systems: A behaviour based safety management systems which leverages the power of relationship through application of Transformational Safety Leadership technologies.
- Designed and implemented the globally recognised SAFE-T-NET Technologies – an intranet based safety system library targeted at maximising employee engagement with “The System”.
- Internationally qualified to audit against ISO18001: Occupational Health Management System Development and Implementation.
- Nationally qualified to audit against AS/NZS 4801:2001: Occupational health and safety management systems - Specification with guidance for use.

Coaching

- Foundation Member of the International Association of Coaches (IAC).
- Regularly provide corporate interventions using industry recognised coaching frameworks; eg GROW, ACHIEVE, and the IAC-15 Proficiencies.
- Developed the SAFE-T-COACH program – a safety leadership developmental framework incorporating the Transformational Safety[®] Leadership (TSL) competencies with the “new and improved” GROWE coaching framework.
- Developed the TSL-360 – the world’s only Transformational Safety[®] Leadership tool designed around the TSL framework and delivered using a 360° assessment protocol.

Risk Assessment

- Development and implementation of Australia’s only risk management training programs based upon Operational Risk Management (ORM) principles: the risk management protocols utilised by the US Navy Seals.
- Regularly conducts Risk Assessments/Incident Investigations for numerous organisations.

Trauma Management

- Provider of Trauma Recovery Solutions throughout Australia
- Advanced qualifications in Critical Incident Stress Management (CISM)
- Technical Adviser to the AMCOR Global Trauma Education Program – involved film scripting, on-camera involvement, and individual training of actors etc.
- Creation and publication of the “Managing Trauma in the Workplace” Employers Guide – individually licensed to workplaces.

PAPERS PRESENTED

“Employee Mental Health: Psychological Safety during the COVID19 Pandemic and beyond”, SAACOSH Academy “Vuka Vuca” Conference, Namakwari Lodge, Kathu, Northern Cape, SOUTH AFRICA, 8th April 2022

“Mental Health Impacts of COVID19: Implications toward safety performance”, Tata Best Practices in Safety & Health Conclave, TATA Business Excellence Group, Mumbai. INDIA, 15th – 16th March 2021

“Employee Mental Health: The critical role of Psychological Safety during the COVID19 Pandemic”, OSH-CONNECT 2020, Holiday Inn, Kuala Lumpur. MALAYSIA, 26th – 27th October 2020

“Standing on the edge of the ledge: Integrating a vision for optimal safety solutions within a military environment”, Joint Logistics Command Work Health and Safety Conference, Sydney, Australia, 17th – 19th September 2019

“SAFE-T-FOUR-ZERO Understanding the power of the 4th Industrial Revolution and how to integrate Industry 4.0 technologies as part of an optimal safety solution”, Vopak Safety Seminar Series, The Cutler Complex, Durban, Kwa Zulu Natal, South Africa, 23rd July 2019

“Safety Leadership and how it can leverage improvements in Safety Culture”, ASEAN HSE Excellence Conference, Conftech Asia, Westin Hotel, Kuala Lumpur, Malaysia, 24th October 2018

“Building a Resilient Safety Culture – a Masterclass”, ASEAN HSE Excellence Conference, Conftech Asia, Westin Hotel, Kuala Lumpur, Malaysia, 25th October 2018

“Accident Causation, Variation and Attitudinal Drift”, Annual Safety Symposium, Resources Division – The University of Newcastle, Callaghan Campus, Newcastle, Australia, 11th October 2018

“Transforming Safety Leadership and Culture within an Indian minerals extraction environment”, Minerals Division – TATA Steel, The United Club, Jamshedpur, Jharkhand, India, 23rd – 24th August 2018

“High Reliability, Drift and Resilience Engineering: Introducing leading-edge safety concepts within TATA”, TATA Business Excellence Group, The Lake House – Tata Motors, Pune, India, 11th May 2018

“Transforming Safety Leadership and Culture within an Indian corporate enterprise”, TATA Business Excellence Group, Tata Management Training Centre, Pune, India, 8th – 9th May 2018

“Uplifting Safety Culture within a South African construction environment”, The Stefanutti Stocks Safety Culture Symposia, Kuiersaam Gastehuis, Secunda, South Africa, 17th – 18th May 2016

“Building a Resilient Safety Culture”, The Monadelphous National Safety Conference, Western Australian International Conference & Convention Centre, PERTH, Western Australia, AUSTRALIA, 23rd July 2015

“The Anatomies of Disaster”. The Global HSE Conference, World Trade Centre, DUBAI, UNITED ARAB EMIRATES, 26th February 2015

“The application of Transformational Safety Leadership as a culture change vehicle within a multinational manufacturing environment”, The JM Huber Corporation, ATLANTA, UNITED STATES, 5th – 7th November 2013

“The Influence of Human Factors in the Accident Causation Chain – The Need for a New Way”, The Cairn Energy Global HSE Conference, Taj Palace Hotel, NEW DELHI, INDIA, 26th September 2013

“Organizational resilience following a major disaster”, The Cairn Energy Global HSE Conference, Taj Palace Hotel, NEW DELHI, INDIA, 27th September 2013

“Safety at the Sharper End: The application of the HRO Hallmarks to historical workplace disasters - processes which save lives”, The 3rd Annual South African Academy for Occupational Safety and Health Conference, Emperors Palace, Kempton Park, SOUTH AFRICA, 17th May 2013

“The recognition of Human Error as a fundamental contributor within the accident causation process”, IRCA Global Oman Seminar Series, Crowne Plaza Hotel, MUSCAT, OMAN, 15th April 2013

“Developing optimal behavioural safety within an Indian Oil Refinery – the application of Transformational Safety Leadership competencies”, Essar Oil, JAMNAGAR, INDIA, 20th March 2013

“Developing safety systems within emerging economies – The place of culture and Transformational Safety Leadership competencies”, Global Leadership Development Series, Duke – Corporate Education, The Langham Hotel, SHANGHAI, CHINA, 27th February 2013

“The Process Safety Risk Management & Leadership Series”, Oil & Gas Skills, The Fairmont Hotel, Heliopolis, CAIRO, EGYPT, 14th – 17th January 2013

“Take a Second Look – An Exploration of the simplicities of Human Error and their contribution to Workplace Failure States”, Australian Foundry Institute National Conference, Crowne Plaza Hotel, COOGEE, AUSTRALIA 21st – 25th October 2012

“Transforming Safety Leadership: Using Science to Inform Leadership Competencies and reinforce Safety Culture Development”, Safety Institute of Australia New South Wales Conference, Sydney Conference and Exhibition Centre, HOMEBUSH, AUSTRALIA, 23rd – 25th October 2012

“SAFE-T-LEADER: The application of Transformational Safety Leadership (TSL) competencies within a multinational Indian operation”, ESSAR Projects, MUMBAI , INDIA, 19th October 2012

“Transforming Safety Leadership within the Hydrocarbon Sector - A Global Analysis”, SPE/APPEA International Conference on Health, Safety, and Environment in Oil and Gas Exploration and Production, The Perth International Convention Centre, PERTH, AUSTRALIA, 10th – 13th September, 2012

“Managing Critical Incidents in a School Based Environment”, Crisis Management Conference, The Association of School Business Administrators State Conference, The Country Club Resort, Prospect Vale, Launceston, Tasmania, AUSTRALIA, 1st – 2nd August, 2012

“Safety at the Sharp End: An analysis of the RMS Titanic disaster, and the Costa Concordia, with reflections toward an HRO cultural framework”, Managing the Unexpected. The 2nd Annual South African Academy for Occupational Safety and Health Conference, Emperors Palace, Kempton Park, SOUTH AFRICA, 25th – 26th April 2012

“The Tolerance of Risk: We should be scared, or should we?”, The American Society of Safety Engineers (ASSE) – Middle East Chapter, DAMMAM, SAUDI ARABIA 20th September 2011

“Leading the Way to Optimal Safety Performance”, A Global Developmental Workshop International Council of Mining and Metals, The One Great George Street, LONDON, UNITED KINGDOM, 24th -25th March 2011

“Developing a Functional Safety Culture through High Reliability Operations”, Health & Safety: Cultivating High Reliability Organisations in Africa: South African Academy of Occupational Safety and Health, Southern Sun Grayston Hotel, SANDTON: JOHANNESBURG, SOUTH AFRICA, 26th – 27th January 2011

“The Development of The Transformational Safety Culture Improvement System and its application to safety improvement within the Petrochemical Sector”, XXVIII International Congress of Applied Psychology, MELBOURNE, AUSTRALIA, 11th – 16th July 2010

“Transformational Safety Leadership: It all comes home to South Africa – From Bass to Broadbent”, A Professional Development Workshop convened by Murray & Roberts Cementation, Lonmin Resources and the South African Chamber of Mines, Lonmin Game Farm, RUSTENBURG, SOUTH AFRICA, 23rd September 2009

“Situational Awareness and Collective Mindfulness: A powerful combination to address Human Error outcomes in South Africa”, The 6th Annual SAFEmap Africa Competency Based Safety Conference, JOHANNESBURG, SOUTH AFRICA, 18th September 2009

“Culture & Leadership: An exothermic business transaction”. TRANS-NET Professional Development Symposium, Corporate Training Centre, JOHANNESBURG, SOUTH AFRICA, 17th September 2009

“Developing an effective Safety Culture framework within a global business identity”, The Vesuvius Asia Pacific Safety Symposia, The Sarjuna Resort, KUALA LUMPUR, MALAYSIA, 4th – 7th August 2009

“Effective Safety Leadership - Transforming Safety Leadership within High Reliability Organisations”, The Total Safety Culture Conference, Amora Hotel, SYDNEY, AUSTRALIA, 28th – 31st July 2009

“Oh !@#\$, Where did that come from”, Keynote Address, Safety Institute of Australia Queensland Conference, Brisbane Conference and Exhibition Centre, BRISBANE, AUSTRALIA, June 18th 2009

“Misdirection, misperception, and misunderstanding: An experiential journey through some of the “white noise” surrounding behavioural safety systems,” 2nd Annual BBS in Heavy Industries ASPAC Conference, Rendezvous Hotel, MELBOURNE, AUSTRALIA, 27th -28th November 2008

“Transformational Safety and Local Government: The Challenges of Transitional Environments,” The Workplace Health and Safety Conference 2008; The Times They Are A Changing, Local Government Association of Queensland, Gold Coast International Hotel, Surfers Paradise, Queensland, AUSTRALIA, 7th – 9th May 2008

“Transforming Safety on the Veldt: A safari through the land of safety leadership with special reference to the South African context?” The SAFEmap Africa Competency Based Safety Symposium, Airport Sun International, Johannesburg, SOUTH AFRICA, 14th September, 2007

“Leading Lean: Transforming your Safety Culture within Manufacturing during the 21st Century?” The Association for Manufacturing Excellence – Pacific Rim Conference, Sofitel Convention Centre, MELBOURNE, AUSTRALIA, 14th – 17th August, 2007

“Safety Culture, Employee Participation and Engagement “, SAFEGUARD National Health and Safety Conference, Sky City Convention Centre, AUCKLAND, NEW ZEALAND, 30th April – 1st May 2007

“What kind of Safety Leader are you?”, SAFEGUARD National Health and Safety Conference, Sky City Convention Centre, AUCKLAND, NEW ZEALAND, 30th April – 1st May 2007

“Transforming Safety – Beyond Behaviour and Towards Belief”, Keynote Address, New Zealand National Workplace Health & Safety Awards, Sky City Convention Centre, AUCKLAND, NEW ZEALAND, 1st May 2007

“Safety Leadership and the Cultural Framework: Breaking Through the Glass Ceiling of Safety Performance”, Safety in Action 2007, Melbourne Convention and Exhibition Centre, MELBOURNE, AUSTRALIA, 20th – 22nd March 2007

“Leading your business toward the Holy Grail: A transformational exploration of how your leadership impacts safety performance”, The Safety Conference 2006, Sydney Olympic Centre, SYDNEY, AUSTRALIA, 17th – 19th October 2006

“Leading your Safety Culture toward Best Practice: Integrating the Transformational Safety Culture Improvement System within traditional BBS Programs”, Safety in Action 2006, Melbourne Convention and Exhibition Centre, MELBOURNE, AUSTRALIA, 16th – 18th May 2006

“Maximizing Safety Performance via Leadership Behaviours”, 28th International World Congress of Psychology, BEIJING, CHINA, 8th – 13th August 2004

“Leadership Styles and their Impact upon Safety Outcomes”, Transfield-Worley Best Practice Conference, ADELAIDE, AUSTRALIA, 22nd – 23rd March 2004

“Managing Traumatic Incidents in the Workplace”, Futuresafe 2001, Brisbane Convention and Exhibition Centre, BRISBANE, AUSTRALIA, 6th – 8th June 2001

“Critical Incident Stress Management in the Workplace”, Huntersafe 2001 - Managing Workplace Risk, Newcastle City Hall, NEWCASTLE, AUSTRALIA, 8th – 9th March, 2001