

SAFETY I's™

Brief

A proven concept of five safety behaviours, which supports a proactive safety culture.

Nurture good safety behaviours for a strong safety culture

Behaviours shape a culture. When it comes to safety, no matter how much you improve systems, processes, and tools, there will still be a gap in reaching a target of zero accidents. This is because safety is essentially rooted in each person's behaviours. Hence, to create a proactive, strong, and reliable safety culture, it is important to nurture and align good safety behaviours.

Building a strong safety culture takes commitment. It requires a common language, that is, a common set of behaviours that will serve as guide in your daily work.





DID YOU KNOW?

The Safety I's is a trademarked Green-Jakobsen A/S concept. It consists of five behaviours that make up a framework for building up strong safety cultures with high safety awareness.

The five behaviours are:

- Insight
- Influence
- Innovation
- Intervention
- Integration



REMEMBER

To build a strong safety culture, you need to develop and align a common set of good safety behaviours.

Safety I's

The Safety I's is a set of good safety behaviours that support a proactive and reliable safety culture. These behaviours act separately and interdependently. They should be applied at all times.

All five Safety I behaviours follow a 'give and take' principle. For example, you should inspire your colleagues and be open to be inspired by others, too. In other words, each behaviour has a two-way flow.



Safety I behaviours

The Safety I's consists of the following safety behaviours:

- Insight
- Innovation
- Influence
- Intervention
- Integration



REMEMBER

The Safety I behaviours:

- Act separately and interdependently
- Should be applied at all times
- Follow a 'give and take' principle



INSIGHT means **seeking and sharing knowledge and understanding.**

Below are the key points of Insight. By demonstrating these, you can both gain and give safety knowledge.

1 / Ask questions and receive others' knowledge

- Be aware of your limitations in skills and knowledge
- Be willing to improve on or develop your safety skills and increase or deepen understanding of safety

2 / Seek new insight

- Seek advice from someone more experienced or knowledgeable
- Consult nearmiss reports, colleagues' experiences and best practice suggestions, and safety procedures or processes

3 / Share your knowledge, skills, and experiences

- Understand that valuable knowledge may be lost if you do not share it
- Discuss the safety-related learning you have gained from your previous jobs during toolbox talks, safety meetings, and work debriefs
- Contribute actively to knowledge-sharing of safety-related information and experience
- Engage in coaching or training activities



INNOVATION refers to **thinking of new and better ways to improve.**

By demonstrating the following key points of Innovation, you can go beyond compliance and reach for excellence when performing your jobs:

1 / Challenge routines and evaluate safety practices

You can challenge routines by:

- Thinking out of the box — think differently and identify new and better ways
- Challenging the usual or existing ways

You can evaluate safety practices by:

- Assessing what did and what did not go well during a job
- Discussing if anything can be improved or done more safely next time or how good behaviours can be reinforced

2 / Be open towards others' ideas and new ways

- Appreciate and consider new ideas and input
- Do not turn down ideas without giving them thought
- Encourage others to voice their suggestions
- Accept to be pushed by others to make improvements whenever necessary

3 / Implement improvement initiatives

- Use the improvement suggestions raised during work debriefs as well as the lessons learned from nearmiss and incident reports in doing future jobs
- Set safety improvement goals
- Create and implement a safety action plan
- Follow up on improvement initiatives and follow through to ensure real anchorage



INFLUENCE means **driving others to adopt good safety behaviours and practices.**

Below are the key points of Influence. By demonstrating these, you can motivate your colleagues or subordinates to adopt your good safety behaviours and practices. In the same way, you can be receptive to others' influence.

1 / Inspire your colleagues with good safety manners

- Demonstrate best practices in safety
- Follow simple and visible safety rules
- Be confident with your good decisions and stick to them
- Show positive attitude towards others' good safety behaviours, practices, and performance

2 / Promote an open and trusting environment for discussions

- Take a lead on driving good discussions on safety-related matters and initiatives
- Encourage colleagues to speak freely of their situations, concerns, and perceptions in relation to safety and help them find safe solutions

3 / Accept to be influenced by others

- Be open to others' input and appreciate them
- Follow others' good safety behaviour, practices, and performance
- Provide appropriate feedback on others' different ideas or suggestions and implement the ideas and suggestions that are found feasible



INTERVENTION refers to backing each other up by stopping and correcting unsafe acts.

By demonstrating the following key points of Intervention, you can make Intervention accepted, respected, and valued by everyone:

1 / Serve as backup and extra eyes for others

- Always carry your responsibility for safety even if you are not part of a work team
- Exercise high situational awareness

2 / Immediately stop the unsafe act

- Stop the unsafe act immediately before the doer or other persons get hurt
- Give corrective feedback
- Intervene whatever the rank of the person — be they your subordinate or superior

3 / Appreciate others' concern when they interrupt you

- Acknowledge the good intentions of the intervener
- Accept the safer alternative and apply it on future jobs as well
- Express appreciation and support for the intervention in order to help create an environment in which intervention is accepted



INTEGRATION means **prioritising safety at all times and making it part of everything you do.**

Below are the key points of Integration. By demonstrating these, you can achieve a consistent focus on ensuring and prioritising safety in everything you do.

1 / Incorporate safety practices, considerations, and initiatives in all work processes

- Perceive safety as an integrated and ongoing part of your job, and not just as an initial exercise
- Ensure that you always conduct a thorough risk assessment before you do a job
- Discuss safety as an ongoing agenda point during your safety meetings, operations, maintenance works, work debriefs, among others
- Settle safety issues before doing or continuing your job
- Listen to and integrate others' opinions and knowledge in safety discussions to improve safety performance

2 / Embrace safety to become a natural part of your mindset and actions

- Make safety part of what you do and how you think
- Communicate and sustain a high level of situational awareness
- Consider any hazards and risks present in your job and worksite
- Avoid the 'checklist thinking' and 'we have done this many times' attitude

3 / Acknowledge your role as safety performance driver

- Know that safety is for all — high and low ranks, vessel, and office
- Acknowledge that everyone on board has accountability towards ensuring safety
- Feel responsible for and pursue safety at all times