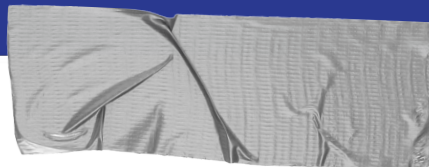


Opening the Norman Door

Safety Leadership & Engagement Through Better Communication

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Vice Chair IOSH Construction Group





The Journey

- **The Design of Everyday Things**
What have doors got to do with being safe?
- **Life doesn't come with an instruction manual**
Sitting with Nelly.
- **People do what they know**
The model in your head.
- **Designing how you communicate**
Are we talking the same language?
- **Making the safe way the easy way**
The right information, to the right people, at the right time.

The Design of Everyday Things

A “**Norman door**” is designed to tell you to do the opposite of what you’re supposed to do.



It also can be a door that gives the wrong signal and *requires a sign*.

Source: Vox, 99% Invisible

Question

How do I open this door?

PULL or PUSH

The Design of Everyday Things

A “**Norman door**” is designed to tell you to do the opposite of what you’re supposed to do.

A photograph of a person's hand pulling a door handle. The handle is a simple, curved metal bar. A sign attached to the handle reads "PULL" in bold, black, capital letters. The background shows a window with horizontal blinds.

PULL

It also can be a door that gives the wrong signal and *requires a sign*.

Source: Vox, 99% Invisible



Answer

Best label it!

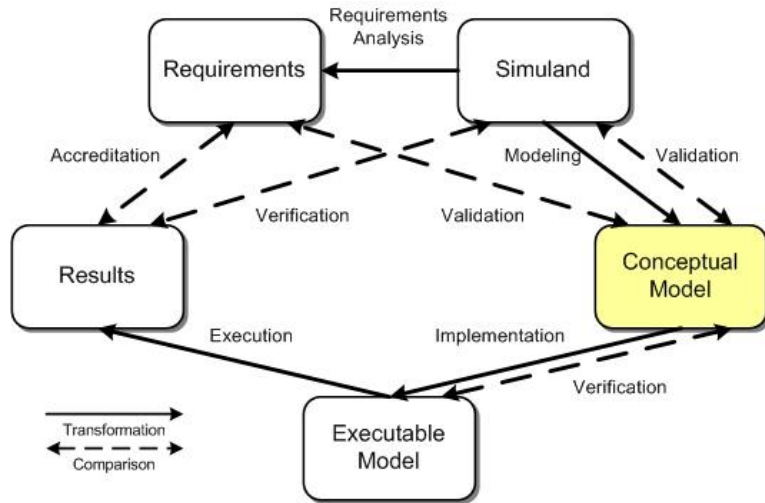


**Life doesn't come with
an instruction manual**



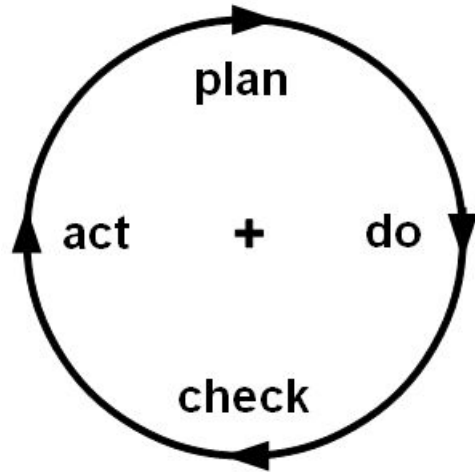
People do what they know

- The (conceptual) model in my head is correct
- Following life lessons that have gone before
- Copying others who have had success
- Using tried and trusted methods.



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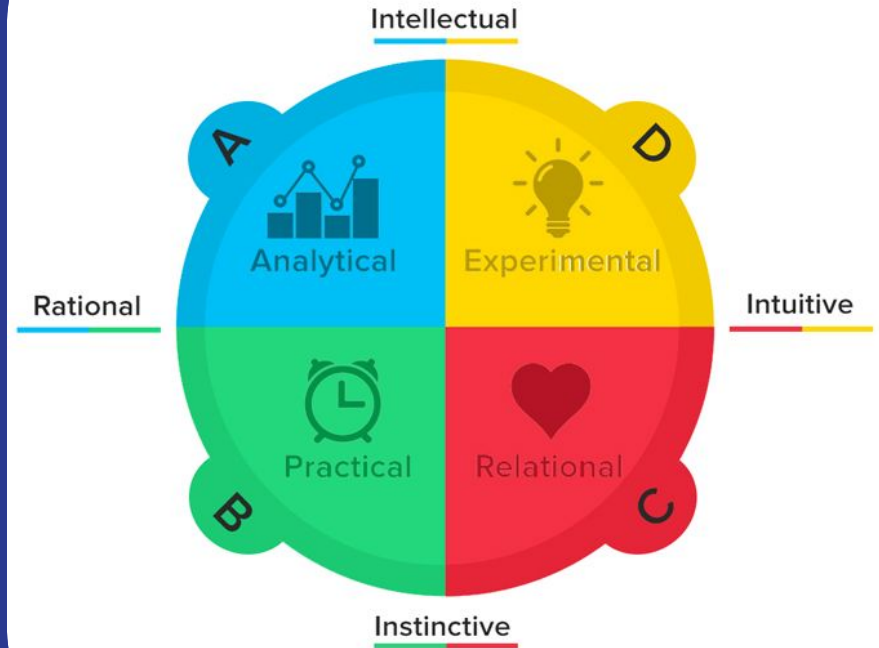


Designing how you communicate

Provide the information needed.

WHAT do they need to do to make themselves safe?

WHEN do they need to do it?



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A masterpiece in irony

PowerPoint Do's and Don'ts: Models of Communication Analysis

[http://\[REDACTED\]/effective-presentation/powerpoint-dos-and-donts/](http://[REDACTED]/effective-presentation/powerpoint-dos-and-donts/)

	PowerPoint Do's	PowerPoint Don'ts
Media	1.1) Do use a big enough font size. 1.2) Do use fonts that are available on most computers. 1.3) Do use bullets instead of paragraphs. 1.4) Do use the same background for all your slides. 1.5) Do use the same font throughout your presentation. 1.6) Do use visuals.	2.1) Don't put too much text on one slide. 2.2) Don't rush your slides. 2.3) Don't use hard to read color combinations. 2.4) Don't use too many animations or other special effects. 2.5) Don't use too many slides.
Message	3.1) Do adjust the message to the audience. 3.2) Do use handouts to supplement your presentation. 3.3) Do give out fill-in-the-blank handouts before the presentation. 3.4) Do give detailed handouts after the presentation. 3.5) Do know more about your topic than what you are presenting. 3.6) Do pick an organizational system (analysis, cause and effect, chronological, deductive, inductive, order of importance, or sequential). 3.7) Do try to pick a topic and examples the audience needs and/or cares about. 3.8) Do use key words. 3.9) Do use vocabulary the audience can understand. 3.10) Do study PowerPoint presentation systems such as the Assertive Evidence System, Presentation Zen, and Slide:ology.	4.1) Don't close the presentation at the end but let the audience ask questions. 4.2) Don't over-organize information i.e. use too many subheading levels. 4.3) Don't use a stream of consciousness approach with PowerPoint. 4.4) Don't use more than one organizational system in a single presentation. 4.5) Don't use the same PowerPoint presentation with vastly different audiences. 4.6) Don't use too many numbers. 4.7) Don't use vocabulary the audience is unfamiliar with.
Feedback	5.1) Do pay attention to the expressions of your audience. 5.2) Do elicit feedback formally and/or informally after a presentation. 5.3) Do use both positive and negative feedback to improve future presentations. 5.4) Do ask a particular audience member a question in order to figure out if the audience as a whole understands your message. 5.5) Do modify your body language and level of animation in response to the body language of your audience.	6.1) Don't assume your audience understands because they are smiling and nodding their heads. 6.2) Don't assume that asking the audience as a whole "if they understand" will elicit any sort of meaningful response. 6.3) Don't assume polite, positive feedback after the presentation means you have done a good job of presenting your topic. 6.4) Don't only pay attention to the feedback of audience members in the splash zone.

```
Files.Files.Program.Dev.Developmnt.ScreenSavers.BASIC1 (BASIC up) -
450 :
460 : IF jpegWidth<=screenWidth AND jpegHeight>screenHeight THEN
470 : PRINT"JPEG file is taller than the screen"
480 : scaleMultiplier:=screenHeight>>yEig:
490 : scaleDivisor:=jpegHeight:
500 : ENDIF
510 :
520 : IF jpegWidth>screenWidth AND jpegHeight>screenHeight THEN
530 : PRINT" JPEG file is taller and wider than the screen"
540 : IF jpegWidth>screenWidth> jpegHeight>screenHeight THEN
550 : scaleMultiplier:=screenWidth>>xEig:
560 : scaleDivisor:=jpegWidth:
570 : ELSE
580 : scaleMultiplier:=screenHeight>>yEig:
590 : scaleDivisor:=jpegHeight:
600 : ENDIF
610 : ENDIF
620 :
630 : IF jpegWidth<=screenWidth AND jpegHeight<=screenHeight THEN
631 : PRINT"JPEG is smaller than the screen"
660 : scaleMultiplier:=1:scaleDivisor:=1
670 : ENDIF
680 :
690 : transformation_Matrix!0=scaleMultiplier:
700 : transformation_Matrix!4=scaleMultiplier:
710 : transformation_Matrix!8=scaleDivisor:
720 : transformation_Matrix!12=scaleDivisor:
730 : key=GET
731 : SYS "JPEG_PlotScaled",jpegPtr,0,0,transformation_Matrix, jpegLeng
th,0
740 :
750 : PRINT transformation_Matrix!0,transformation_Matrix!4,transforma
tion_Matrix!8,transformation_Matrix!12
760 :
780 :
800 : ENDPROC
```

Tell them what they need to know

Why do we give negative instructions to people?

Tell them what we need.



Tip

The **right** information,
To the **right** people,
At the **right** time

Example: Mobile Works

Level 1 Construction Phase Plan Documents - Umbrella Construction Phase Plan

H&S Policies

Incident and accident reporting procedures

Site rules, minimum welfare facilities, emergency procedures etc.

Level 2 Construction Phase Plan Documents - Generic task / site specific documents developed once and reviewed on a regular basis

Generic task specific construction phase plan (RAMS)

Site specific construction phase plan

Level 3 Construction Phase Plan Documents - Project specific documentation

Dynamic site specific RAMS for reactive works

Planned site specific RAMS / start of shift briefing / inductions for planned non notifiable works

Task specific RAMS for planned notifiable works



Getting the message out

Level 1: Senior Managers

Level 2: Site Managers

Level 3: Operatives

Making the Safe Way the Easy Way

Information should be instructive, easy to review and to digest.

What is the best way to communicate?

If it is safety critical, make it stand out.

Ensure the key information is at the top.

Don't hide safety critical information behind policies and procedures.

'Why' is for the classroom,
'Do' is for the job.

A yellow truck with the MTS logo on the side. The truck is parked in a lot. The left side of the image is darkened with a semi-transparent black overlay, which contains the text. The truck has 'MTS' logos on the side and 'LF' on the front grille. There is also some text on the side of the truck, including 'TEL: 0124 25124' and 'www.mts.co.uk'.

Making information available to all

MTS, as part of its ambition to communicate better with all staff, now produces staff consultation meetings as infographics.

MTS EMPLOYEE SHEQW AWARENESS & CONSULTATION GROUP NOTES AND ACTIONS

Date	5 April 2017	Place & Time	Stanley House 15.00		
Meeting name	Employee SHEQW Awareness & Consultation				
Meeting No.	1				
Attendees	Name	Initials			
	Keith Hole	KH	Claire Elwood	CE	
	Dean Smith	DS	Daniel Franks	DF	
	Allen Crust Jnr	AC	Jackie Hall	JH	
	Barry Quedsted	BQ			
	Notes				Action
1	Apologies for absence: Daniel Franks, Claire Elwood				
2	<p>This is the first meeting of the new Employee SHEQW (Safety, Health, Environment, Quality and Wellbeing) Awareness and Consultation Group. This consultation is required by law. Today's meeting is focused on agreeing the agenda and format for these meetings.</p> <p>This meeting is an open forum for employees to discuss concerns, incidents and suggestions regarding any aspect of SHEQW. Where appropriate, concerns and issues raised by this group will be fed back to the Executive Health, Safety & Environment Committee for decisions and action.</p> <p>We want a selection of employee representatives from across the company and different geographical locations. The ultimate aim is for an employee rep to chair the meeting.</p> <p>The meetings will be held bi-monthly and the notes and actions are a formal record. 05/04/2017</p> <p>The following agenda items were agreed for future meetings:</p> <p>Incidents The group will discuss any recent incidents, their causes and lessons learned with a view to making work at MTS safer and easier.</p> <p>Company update Sharing information on the company's strategic direction with the group. Directors may be invited to talk about changes and developments within the company and answer questions.</p> <p>Safety performance Attendees will receive the same kind of briefing on SHEQW matters as the Board level meeting receives. This includes a summary dashboard showing performance on our key contracts, sickness figures and an update on the company's wellbeing activities.</p> <p>Policy & procedure updates An opportunity for employees to comment on any changes to company policies and procedures before they go live.</p>				



Employee SHEQW Awareness & Consultation

We want a selection of employee representatives from across the company and different geographical locations. The ultimate aim is for an employee rep to chair the meeting.



Committee Members

-  **Keith Hole**
• SHEQW
-  **Dean Smith**
• HR
-  **Allen Crust Jnr**
• Stores
-  **Barry Quedsted**
• Workshop
-  **Claire Elwood**
• Office
-  **Daniel Franks**
• Operations
-  **Jackie Hall**
• Wellbeing

Agenda and Minutes

Incidents	Company update	SHEQW performance	Policy & procedure updates	Best practice	Training
<ul style="list-style-type: none"> The group will discuss any recent incidents, their causes and lessons learned with a view to making work at MTS safer and easier. 	<ul style="list-style-type: none"> Sharing information on the company's strategic direction with the group. Directors may be invited to talk about changes and developments within the company and answer questions. 	<ul style="list-style-type: none"> Attendees will receive the same kind of briefing on SHEQW matters as the Board level meeting receives. This includes a summary dashboard showing performance on our key contracts, sickness figures and an update on the company's wellbeing activities. 	<ul style="list-style-type: none"> An opportunity for employees to comment on any changes to company policies and procedures before they go live. 	<ul style="list-style-type: none"> An opportunity for employees to share ideas and developments that they heard about or seen elsewhere. For example, new equipment or methods of work. These suggestions will be fed up to the Executive Health, Safety & Environment Committee as appropriate. 	<ul style="list-style-type: none"> A general review of what training is coming up and what is needed. For example, the breathing apparatus crews would like regular meetings to refresh and update their skills. This is about going above and beyond statutory requirements, helping MTS to reach an excellent standard of training/qualifications and making staff life easier.

You Said:

- We need a voice in the business**
- We need improved safety on flat beds**
- We need better first aid**

We Did:

- Set Up Employee forum
- Installed Edge protection
- Review of Defib locations, Trained more first aiders

*Remember there is nothing we do that is so important that it should cost a life.
#everyonehomesafe*

IOSH Construction Group: Three Year Plan

 3%
Membership of the Construction Group has increased by 3%



Our Vision

- To make the IOSH Construction group the 'go to' place for H&S practitioners involved in construction and related activity
- A source of inspiration, knowledge and information for members
- At the centre of the construction H&S community
- Well connected and communicating with our members

Our Mission

- To provide information and to facilitate effective communication that aids improved health and safety outcomes

Success Criteria

- Our vision will have been realised when:
 - We are recognised as a source of pragmatic advice & solutions
 - We are connected and able to influence the HSE, CONIAC, CITB and representative bodies like UKCG

You told us

You want to focus on these topics

- ✓ CDM 2015
- ✓ Occupational Health
- ✓ Behaviour & Leadership
- ✓ Competence
- ✓ Working at Height
- ✓ Emerging Issues

We listened

Topics	2015	2016	2017	2018
CDM 2015	Planning & preparation	Delivery	Monitor & respond	
Occupational Health	Delivery			
Behaviour & Leadership	Monitor & respond	Delivery		
Competence	Monitor & respond	Delivery		
Working at Height	Monitor & respond	Delivery		
Emerging issues	Monitor & respond	Delivery		

Articles commissioned:

- CDM 2015 a brief overview
- Solar Cancer Risks
- Breathe freely
- Communication in H&S

How are we doing?

- Let us know what you think by completing this survey <http://bit.ly/ConstructionGroupSurvey>

Taking people on a journey

The IOSH Construction Group provides feedback on its 3 year plan to some 14,000 members globally as a one page document as part of its plan to increase engagement.

What Can I Do Today?

Challenge documents

Is one page enough?

Am I communicating in a way people will understand?

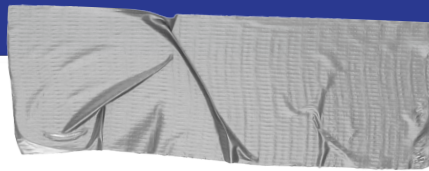
Think about what information is needed

- Factual
- Practical
- Emotional
- Visionary

Engage

Ask the people you are communicating with.

Make communication a two way conversation.



How will I know if it works?

- **Reduced significant Incidents**
Make it easy to do the right thing
- **Increased reporting**
If people think you are listening they will be more likely to feed back.
- **Reduced absence**
Engaged staff take fewer sick days.
- **Employer of choice**
Best in Class!

“