

# An innovative approach to creating a global safety culture

JMJ co-developed a virtual platform to deliver our client's safety vision to its global organization and suppliers

100%  
virtual delivery

## CHALLENGE

Our client, a global communications infrastructure company, wanted to transform its safety culture following an increase in fatalities involving people carrying out work on its behalf. Initially, the company's leadership approached this as a supplier issue that could be addressed through technical, and process based HSE improvements. However, having selected JMJ as a strategic partner, and participated in JMJ-led workshops and meetings, they recognized the need to first elevate their internal culture of safety and leadership. The vision was to develop and communicate a global safety culture that would be readily adopted across the company, from the CEO to suppliers' workers.

The company has people working in remote locations where safety conditions, culture, and work regulations vary greatly. This increased the complexity of creating and embedding a coherent safety culture. Leadership recognized that to achieve their vision, they would need an innovative approach.

## SOLUTION

JMJ's global team worked in partnership with the communications infrastructure company to develop a committed 'Journey to Zero' safety culture across multiple geographic locations, cultures, and languages:

- Designed bespoke online safety workshops incorporating the client's specific content to reignite senior leaders' commitment to their safety culture
- Delivered the initial series of workshops to global leaders in multiple languages
- Interviewed members of the global suppliers community and our client's teams and shared their different perspectives
- Highlighted the critical importance of ensuring suppliers are active participants in the safety transformation journey

# RESULTS

In this initial phase, JMJ delivered over 200 workshops to 2000 employees. Participation in workshops and meetings helped people develop a sense of responsibility for the well-being of others, placing safety in the hands of all leaders and managers, rather than solely with HSE personnel. For the first time, safety and 'Journey to Zero' became a standing agenda item at all Executive Leadership meetings. In addition, the 'stands' articulated by leaders, some examples of which are below, will set the tone as the program enters its next phases.



This has been the most valuable six hours in my entire year."

*Executive Leadership Team Member*

I stand for...

helping others feel empowered to be safety leaders no matter what role they are in

I stand for...

safety as my #1 consideration on any decision on projects

I stand for...

making work safe, fun, and fair for everyone

## NEXT STEPS

A further 350+ sessions are planned, covering more than 4000 employees. By the end of phase one, about 7500 people will have attended safety leadership workshops.

### PHASE 2

While phase one focused on creating personal responsibility among leaders and managers, the next phase will concentrate on creating shared accountability and a strategy for implementing 'Journey to Zero'. This will encompass the specific challenges of different geographic regions.

### PHASE 3

The third stage of the project will bring suppliers on the 'Journey to Zero'.

## KEY TAKEAWAYS

- With an innovative approach you can create an aligned and personally engaging safety culture at scale across a complex global organization
- Virtual delivery offers an environmentally sustainable, cost effective, resource efficient, and measurable way to instill a strong safety culture
- Being unable to meet face-to-face doesn't have to be a barrier to developing and embedding a 'one company' approach to safety

## WHO WE ARE

For over three decades, JMJ has been delivering impactful cultural change to help executives, leaders and front-line workers transform safety, sustainability, and business performance. We combine the deep experience of our people with our proprietary Transformation Cloud™ digital platform to deliver breakthrough results, making the impossible possible. [www.jmj.com](http://www.jmj.com)



Contact us to discuss how we can help shift your organization's safety culture and achieve breakthrough results.

CONTACT US