

Exercise 1: Developing a Pitch to Management and Staff to Self-Assess

Objectives:

To highlight

- The importance of safety culture and why we need to assess it
- The importance of obtaining organizational commitment
- The importance of communication

Materials Required:

- Pen & paper or other means of taking notes
- White board or flip charts
- Laptop or computer for each group to create a PowerPoint (similar) presentation

Approximate Time Required:

45 minutes

Procedure:

- Split into parallel working groups
- Discuss and come with compelling points why safety culture self-assessment is important for your organization
- Develop a sales pitch incorporating the reasons why your organization should conduct safety culture self-assessments
- Structure the sales pitch as an 'elevator sales pitch' that can be delivered to senior management in the time that it takes to ride the elevator/escalator or to climb the stairs from the ground floor to the executive floor.
- Deliver your group's sales pitch in a plenary session