



*Getting the best  
from your people*



Psychalogica

[www.psychalogica.com](http://www.psychalogica.com)



Go back 50 years and safety management would have looked very different. Now imagine what it might look like in 50 years time – the likelihood is that it will look very different again. It is now accepted that safety is a people issue. Organisations today focus on safety culture and behaviour – and yet people continue to get hurt unnecessarily and major accidents still occur (BPs Deepwater Horizon, Costa Concordia). Why? If we want different

outcomes, then we must think differently. More of the same will simply lead to more of the same! We at Psychalogica work with safety-minded organisations to imagine what the future will look like and how to achieve it – not in 50 years but tomorrow. If you are up for the challenge, if you are after something different, then come and talk to us. You will not be disappointed.

# Tailor-made solutions to solve people performance problems



Psychologica is an international organisation with an established reputation for supporting organisations to improve and strengthen their approach to safety and risk management. We are specialists in cultural and behavioural issues and have a proven track record working with some of the world's biggest companies across the 5 major continents.

The projects we work on always have their prime focus on managing risk and improving safety performance and culture. They involve a variety of interventions depending on the needs of our clients. This can include an initial cultural safety assessment, the development of a strong and committed safety leadership approach, enhancing

the skills and effectiveness of front line supervisors and a focus on improving the engagement of the workforce.

Our consultants have strong academic backgrounds but also very effective consulting skills. Our focus is on how the disciplines of psychology and organisational behaviour are key to improving health and safety practice.

We believe we provide a first-class service which challenges current thinking and improves performance. We are sure that our clients will support this.





# PsychaLogica approach

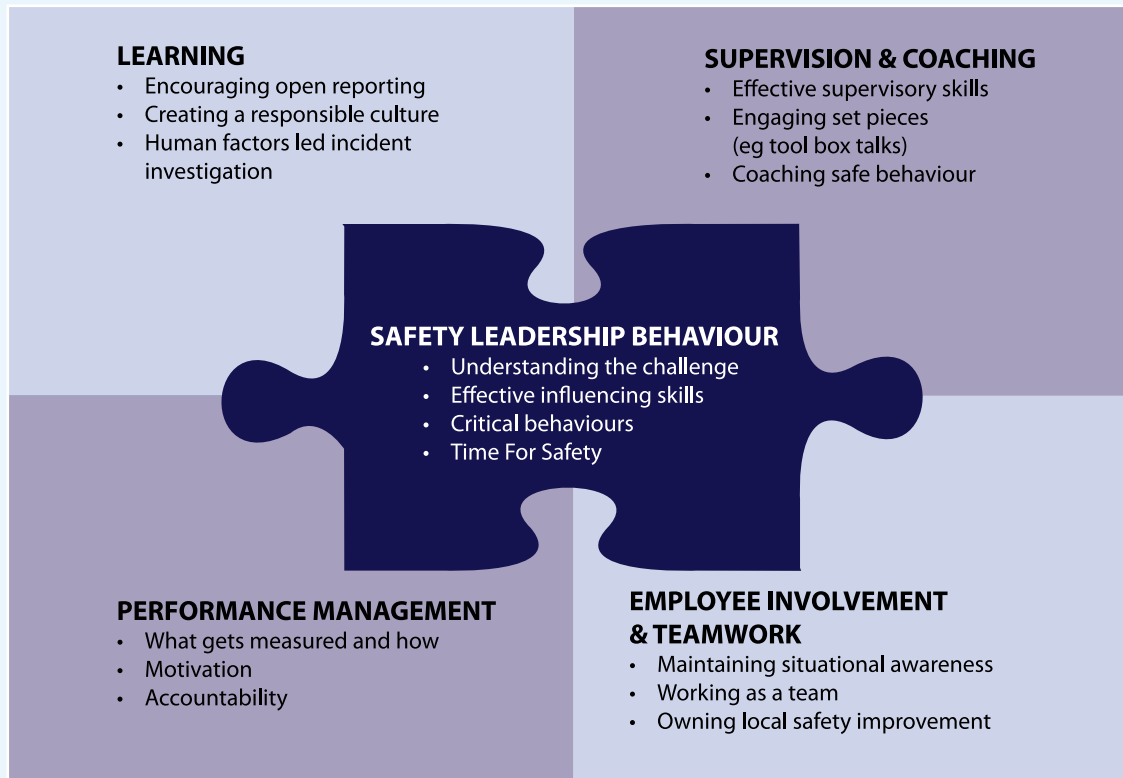
Our approach is defined by the following:

- An emphasis on innovation, new thinking and challenge
- Winning hearts and minds
- Practical interventions based on a strong foundation of behavioural science and applied psychology
- Bespoke solutions, tailor-made in partnership with our clients
- Looking wider and deeper to expose the not so obvious behaviours that make the critical difference
- Preventing major organisational accidents as well as individual harm
- A holistic approach linking behaviour, process, systems and context
- Making a real difference – adding value to the business
- A focus on quality that transcends everything we do
- A promise that we won't charge for any work with which a client is not satisfied
- A team of consultants that is passionate, lively and energetic and who serve to inspire our clients



# What we do and how we help

We design a variety of interventions depending on the needs and aspirations of the businesses we work in partnership with. The following model serves to define the key issues on which we typically focus.



We develop practical solutions based on a strong foundation of scientific principles. On the next pages we provide a range of examples.

We base our work on an integrated and holistic approach to safety management and improvement – recognising that the key risk is people! In our work with our clients we combine 3 disciplines in pursuit of safety excellence.





SAFETY  
FIRST

## Making a start – assessment

Our involvement always starts with some form of assessment. This is essential to clarify our client's aims and the business context. This information helps us to understand the need and to design the intervention.

We utilise a number of assessment approaches – each of which can also be offered as a stand-alone intervention.

### Safety Climate Surveys

- These consist of a questionnaire and a report
- We have a standard questionnaire or we can custom-design
- The whole process is administered electronically (internet-based)
- Reports can be designed to suit specific requests
- Results, analysis and conclusions can be fed back in the form of a presentation or workshop

### Safety Culture Assessments

- These are designed to “get under the skin” of the organisation and to identify what drives behaviour
- We deploy a team of our consultants into a business
- Data is collected through interviews, observation at the worksite, review of systems and processes, review of performance data and incident investigations
- We can produce a report of the key headlines, a detailed account or a combination of the two
- The assessment can be used as a springboard for developing an action plan



Uvat,  
Siberia



Beijing,  
China



Uvat,  
Siberia

# Interventions – making a difference

Our interventions vary widely in their scope and nature. They depend on the needs and aspirations of our clients and the problem or issue to be addressed. They range from worldwide development programmes to local projects focused on a specific problem. Psychalogica typically does not offer off-the-shelf packages.

Below are some examples of such interventions:

- A worldwide **safety leadership programme** for a multi-national oil and gas company
- “**Safer by Design**” – a development programme focusing on how different job roles contribute to the safety context for a worldwide technology company
- Raising standards of **front-line safety supervision** by developing effective supervisory skills for a multi-national oil and gas company
- “BMod” – a **team-based behavioural safety improvement** / change programme for a company in the food and drink sector
- Developing **in-house expertise** in managing a behavioural safety process for a multi-national shipping company

- A project targeted at understanding the incidence of **cross polarity wiring errors** for a utility services company
- Developing a knowledge base of **human factors** in the senior management population of a multinational power networks company
- **Identifying key cultural issues** affecting safety in a nuclear decommissioning operation
- Designing and administering an annual **safety climate** survey for a multinational energy sector company
- A project focusing on **reducing injuries to members of the public** in the context of street works for a utility services company
- Programme targeted at enhancing the **engagement in safety of front line operatives** in an environmental services company

With regard to the delivery model, we are as flexible as our clients’ needs dictate. We run consultant-led interventions but we also deliver through a Train The Trainer model. We can start with a small pilot or proceed straight into a full-scale implementation programme.



# Changing thinking, changing behaviour

Bangkok,  
Thailand

*Most enlightening safety course I have attended. I have confidence this is a good direction for the offshore environment.*

Hess Front Line Supervisors Programme,  
1-2 December 2011. Australia



*Very well constructed and executed - one of the most informative and best training courses I've ever had the pleasure of being on.*

Veolia Environmental Services Safety Leadership Programme, 13-14 January 2011, UK



*Best safety course I have attended in my career.*

Siemens Safety Leadership Programme,  
2-3 June 2011, the UK

Andover,  
UK





Stavenger,  
Norway



Very valuable safety training session which needs to be repeated maybe every 2 years and assess the improvement.

Hess Safety Development Programme, Beijing, 7-8 November 2011

Colombo,  
Sri-Lanka



Very thought provoking; the right balance between theory, application and suggested follow up reading.

National Grid, Human Factors workshop for top management, December 2010, US

Jakarta,  
Indonesia



Good content and delivery. Given me a new application for why we do the things we do. And how we can look to tackle the obstacles ahead on our H&S journey.

RS Components, Health and Safety Leadership workshop, 5-6 October 2011. Spain

Beijing,  
China



# Clients ... worldwide influence







PsychaLogica is proud to have an ever-growing list of multi-national clients - businesses who have strong brands and are obsessed with improving their performance in all aspects. Today we number over 50 such clients, many of whom we have a long-standing partnership with. They include companies such as Siemens, Nestle, Veolia, BP, Twinings, National Grid and Hess. We operate across a wide range of business sectors.

**From oil and gas to chocolate.**

**From power generation to tea-bags.**

Our business takes us worldwide and we have the capability to work in different cultures and different languages – UK and the EU, USA, China, Russia, Malaysia... We can deliver workshops in English, German, Spanish, French, Dutch, Russian.

**For us, no project is too big or too small. Our bespoke approach means that we tailor whatever we do to meet the specific needs of our valuable clients – whatever their size or need.**



Coryton,  
UK



Aksai,  
Kazakhstan



# What our clients say: The Psychalogica effect...





PsychaLogica has been able to deliver a bespoke package which is relevant and applicable to our business and safety situations, thus ensuring buy-in and understanding are at a high level.

We have seen accident rates and LTIs fall by fifty per cent over the last two years and our compliance performance has steadily improved over this period too.

The training we have received from PsychaLogica has been of an excellent quality and consistently delivered with the same level and focus on quality from our first training session to the most recent one.

I would have no hesitation whatsoever in recommending PsychaLogica as a training partner.

**Jack Lavington**, *National General Manager, Veolia Environmental Services*

As we bring our 2010 Safety Leadership Training program to a close, I want to thank the PsychaLogica team for your efforts in making it a success. The day and a half course that you designed for Hess E&P will provide a strong foundation for how we lead our safety improvement efforts in the future. The 700 plus leaders that you and your team trained have a new found understanding of the complexities of Safety Leadership. I look forward to working with PsychaLogica in the future as Hess continues its journey in achieving our safety improvement objectives.

**Patrick L. Cook**, *Hess Oil&Gas Corporation*

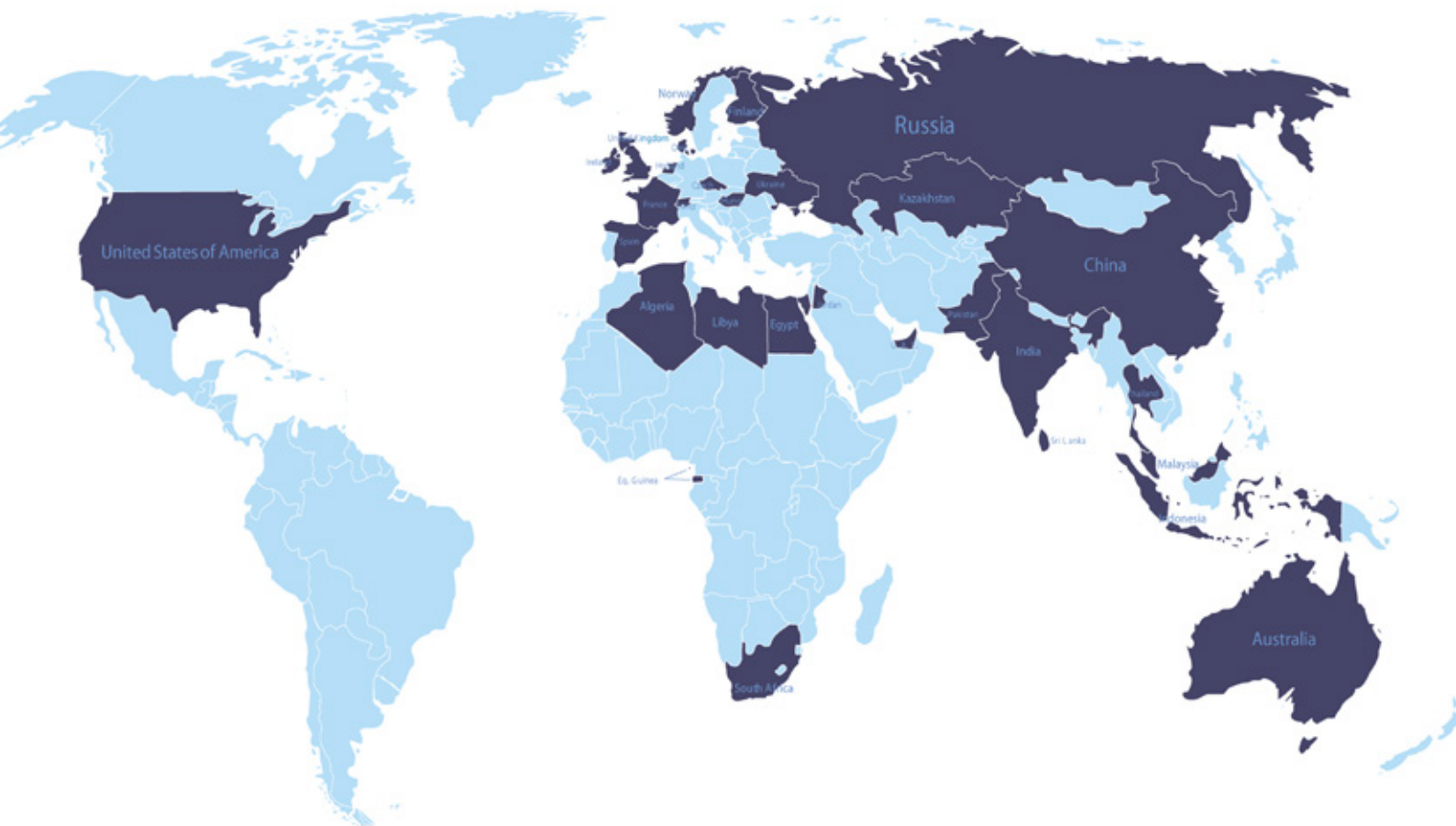
Siemens Energy in the UK has been working with PsychaLogica over the past two years. PsychaLogica was asked by ourselves to design a safety leadership programme for us to consider in the context of our wide operations. This led to a pilot workshop and from that position we have moved to a company-wide programme utilising PsychaLogica's design and their consultants in the delivery. The focus has been our managerial population.

The programme is continuing and the feedback to date has been excellent – the sessions themselves have been interactive, challenging and has helped those attending to develop the practical skills required to be more effective leaders of safety.

We are very satisfied with what has been designed and delivered by PsychaLogica and the impact the programme has so far achieved.

**Martin Hottass**, *Energy Sector Development Partner, Siemens Energy*

# New ideas and innovation across five continents



PsychaLogica is a company with a growing reputation and a worldwide presence. We pride ourselves in our innovative and critical thinking. Our thoughts and ideas are in part based on our academic backgrounds and on our practical experience. We learn and explore new possibilities in partnership with our clients. We are forward thinking and maintain a progressive emphasis on our own professional development. The following

authors help to define our approach and we can highly recommend their work and books:

**James Reason**

**Jens Rasmussen**

**Charles Perrow**

**Sidney Dekker**

**Karl Weick**

**Chris Argyris**



# What else do we offer?



With our roots in applied psychology, organisational behaviour, change and development we apply ourselves to a wide range of issues linking people and performance. These include:

- **Assessment for recruitment and development**
- **Organisational development projects**
- **Executive coaching**
- **Stress management**
- **Performance management**

We consider organisations to be holistic systems and we see issues as being necessarily linked.

Safety is but one aspect of effectiveness and is part of the wider whole. As such we also apply our skills to issues such as quality, customer service and productivity. All these are driven by what people do. All of these are inextricably linked.



*To find out how Psychalogica can help  
your business contact:*

Charles Shoesmith: +44 (0)7711 560422

Sue Hutton-Ashkenny: +44 (0)1283 792059



**Psychalogica**

Psychalogica Limited  
c/o Whale & Co  
Holly Berry House  
Rough Park  
Hamstall Ridware  
WS15 3SQ  
UK