



PUTTING A FACE ON SAFETY

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Taking photos and sharing them with the audience by asking:



WHAT DO YOU SEE? WHAT IS WRONG?
WHAT IS GOOD? WHO OWNS THIS?
WHO IS RESPONSIBLE? THE PLAYER OR THE COACH?



The MIRROR TECHNIQUE *in action*

This technique includes taking before-and-after photos and giving feedback to the whole team, in each of the different plants / areas. It is important that it is done with the line managers and their teams who 'use the tools and push the buttons', as it is they who are the 'players' and frontline 'coaches' in the safety game. They have to 'look to see' and accept responsibility for the need to change.

In order to leave a **lasting impact**, moving people into taking **ACTION**, a balanced picture has to be presented i.e. both the **GOOD** and the bad. This involves taking photos of your specific site of the **GOOD**, bad and ugly, which your people can recognize and identify with. The focus is on personal workspaces, because 'safety starts at home', where you sit, eat, work and keep your tools - offices, workshops, store rooms, vehicles, waste and effluent collection / storage / handling / recycling, safety equipment, PPE, canteens and rest rooms, control rooms, labs, materials handling, and in general any place where people are working, including maintenance or the lack thereof. The process plants and operations are of less importance, unless there are examples of **GOOD** or poor housekeeping, maintenance, etc. If the client has some important photos they want me to use, make them available to me on a memory stick, but be selective – 10 to 20 photos maximum. Please keep the above in mind and make sure the photos are current, relevant and self-explanatory.

It is critical to find examples of the **GOOD** = best practices and "world class" examples. When taking these photos the 'owner' of the work area should be part of the photo, so that these champions can be held up as role models.

In the feedback, the safety game analogy is used, with 'players' and 'coach', as well each person being a player and referee. The "**ISIBOPHO**" **whistle and red / green card** helps to drive home this message of taking ownership.



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CUSTOMIZATION: MIRROR TECHNIQUE

The customization is included in the speaking fee. It will take 4 hours to walk about, take suitable photographs and prepare the mirror sessions for the delegates.

Below are a few examples of the photos which I share with the people who 'push the buttons and use the tools'.

