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O/E Learning Presents...


Creating Safety Cultures In Off-Shore Operations

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Culture 101


- Norms
 - Laws (written and informal)
 - Taboos & Superstitions
- Codes of Conduct
- Shared Values
- Cultural Incongruence



Why Do Cultures Exist?

To :

- Achieve Common Goals
- Establish predictable behaviors (norms)
- Keep order and to keep people from killing each other



Vocalize Stereotypes and Prejudices

- Stereotypes are a form of superstition
- Everyone has prejudices
- Stereotypes and prejudices only have power as long as people remain silent about them.



Understand Your Safety Culture


- Manners
- Taboos
- Values
- National Culture
- Corporate Culture



Expect and Identify Differences


- Cultural differences go far deeper than language
- Sometimes a different culture will have a better perspective
- We don't always understand that when we export a culture final product is a hybrid of the two cultures involved
- It is far easier to build a culture that capitalizes on diversity and differences than on homogeny

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**Cast the Vision of the Culture
You Want to Create**

- What are the best elements of each culture?
- To What do we as an organization aspire?
- Ensure that your policies reinforce your desired safety culture




Be Flexible

- Some things that seem essential in one culture are not important in other cultures
- Sometimes we don't really understand why we do things we've always done them
- Constructive conflict can be used to develop strong bonds and a good cultural foundation
- Recognize that the off-shore safety culture may differ distinctly from the culture of your domestic locations



Don't Cop Out

- Don't blame the other culture for not adopting your rules
- Actively engage those who behave differently than from the desired state



Conclusion

- Every organization has a Safety Culture
- Cultures develop to protect their members and govern behavior
- You must first understand your own culture's strengths and weaknesses before trying to export it
- Casting the vision of the culture you want to create is an important step in exporting a safety culture
- Questions?



Thank You!

This presentation is available at www.safety-impact.com.



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