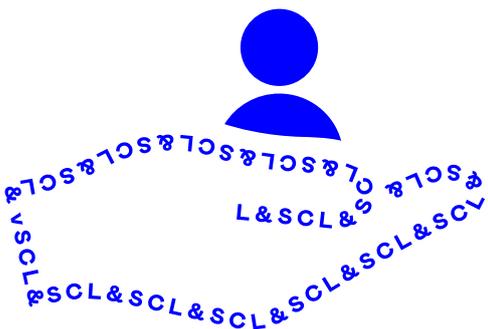




# LEADERSHIP & SAFETY CULTURE PROGRAMME (L&SC)



How to motivate people, influence behaviour, and be an inspiring leader who increases productivity through health and safety

# MEETING OF MINDS

CEDEP is a global,  
executive education club,  
where minds meet,  
grow and succeed together.

We are a unique, well-established close and collaborative learning community of international members from diverse and non-competitive industries. Our members understand the value of building long-term relationships, active participation, open exchange and leveraging our collective intelligence.

We are rooted in the real world and driven by the real-life challenges of our community. We go further and dive deeper than a traditional business school, which leads to innovative, highly relevant and actionable learning.

Our independence means we are free to bring together experts and faculty from many of the world's top business schools and our extensive network of learning partners to work with our members.

We co-create highly-personalised custom programmes and open multi-company programmes focused on leadership development

in small, dynamic and highly participative groups which can be delivered in person, online or as a blend of both.

We always challenge conventions and assumptions. We inspire new and empowering thinking from the inside out building internal capacity and ownership.

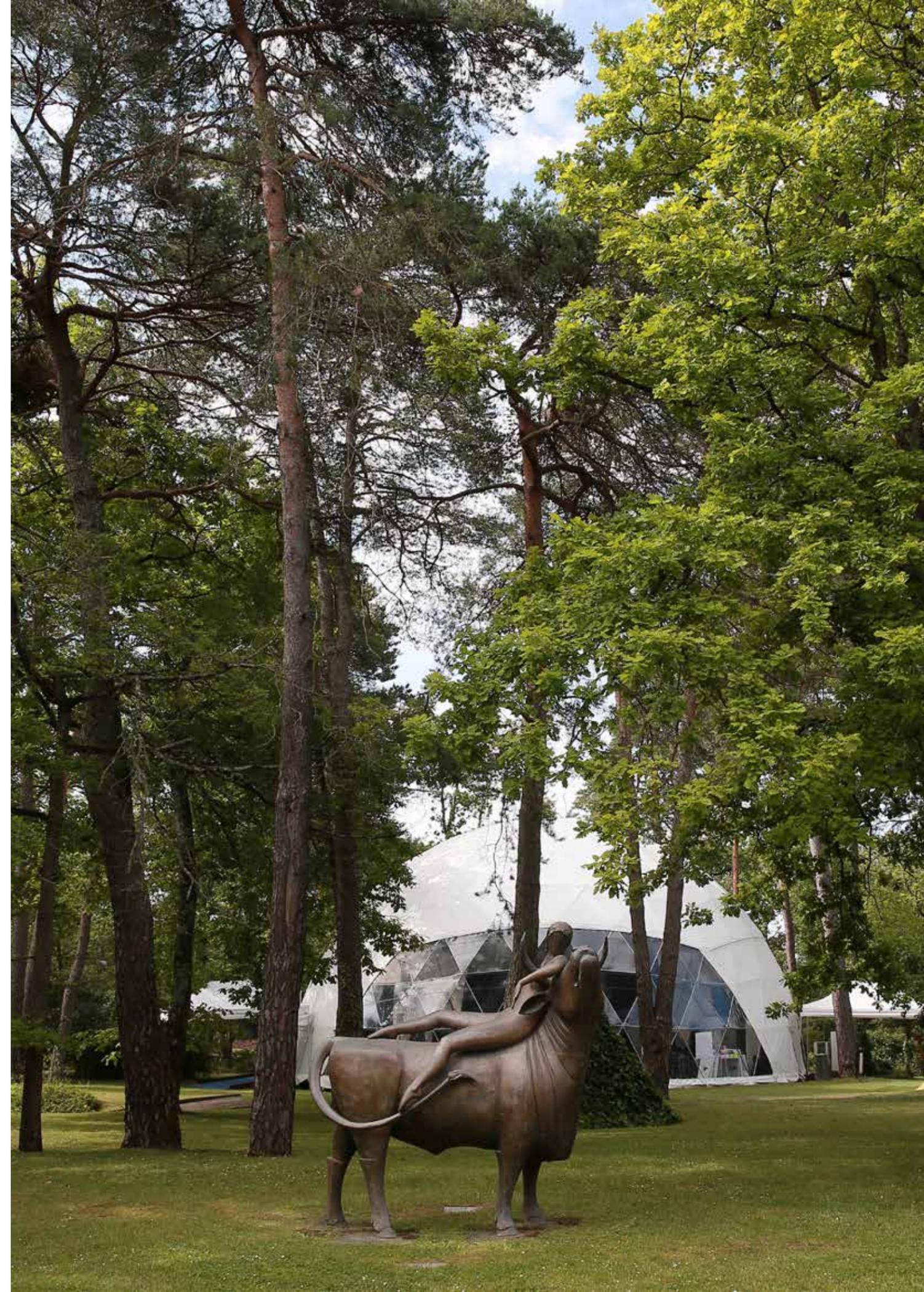
We are co-run by our member companies who believe in a humanist philosophy and approach. We focus on long term and lasting organisational development.

We are based in the Fontainebleau forest and share a campus and origins with INSEAD. We were created 50 years ago by pioneering entrepreneurs as the first membership organisation dedicated to executive education. We are now an independent, not-for-profit club with international members.

In an ever changing and uncertain world we choose to work together to make the world a better place for us all.

Together, we are better.  
Together, we are stronger.

Together, we are CEDEP.



# OVERVIEW

Change your mindset to create a positive workplace culture that builds a high-performance and resilient organisation.

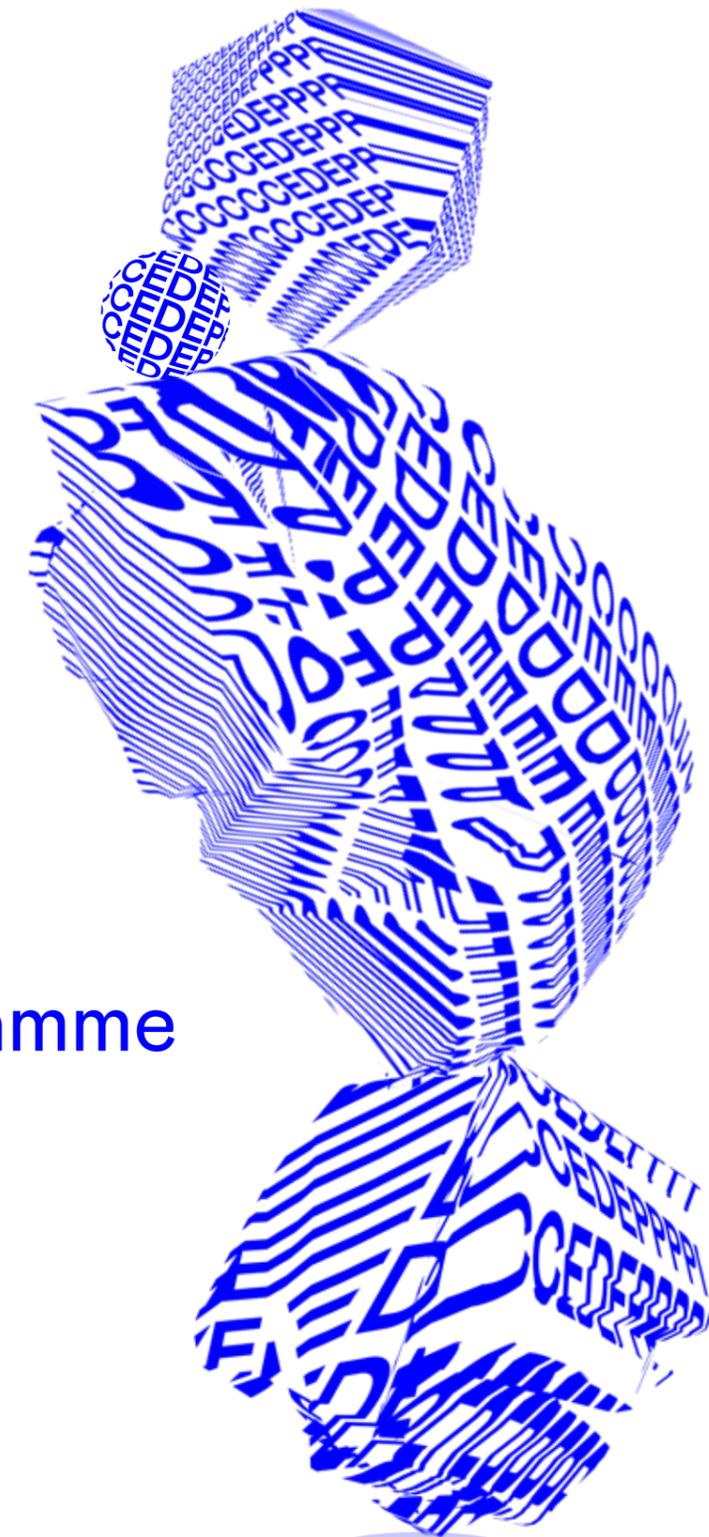
The CEDEP Leadership & Safety Culture Programme is dedicated to manufacturing and operations middle and senior managers. It is one of our long-standing specialist programmes and has been running since 2008.

Are you a leader who strives to get safety just right? Do you want to create a healthier, more engaged and effective workforce? Would you like to eliminate workplace accidents and boost your organisation's productivity?

Immerse yourself in a new dimension of thought leadership that mixes cutting-edge science and research with deep experience and practical application, to help you create an inherent 'culture of care' that changes your workplace.

In a small, dynamic, highly participative peer group learning environment with other participants from the HSE sector, our faculty of highly-experienced global thought leaders presents a provocative philosophy, the practical tools, real-life case studies, and best practices from different industries to make you a true leader of change and a safety culture expert.

4 days of thought expansion



A thought leadership programme creating inspiring leaders who care



The three pillars of this programme are combined to give you the mindset, techniques and leadership behaviours to have an immediate, positive and sustainable impact upon return to your organisation.

# PROGRAMME OBJECTIVES

Learn how to motivate people, influence behaviour, and be an inspiring leader who increases productivity through health and safety.

The CEDEP Leadership & Safety Culture Programme teaches managers from all sectors and industries to rise to the many challenges involved in creating a reliable and positive

safety culture that boosts motivation, increases engagement, eliminates workplace accidents, protects the company's reputation, and really does lead to higher performance.

This transformational leadership journey gives you the psychology, philosophy and powerful management skills to:

## 01

### KNOWLEDGE

#### **Nurturing and sustaining a positive safety culture**

Understand the principles of a safety culture, how to improve it and how to implement it. Map out your own organisation's safety culture to establish a route to operational excellence.

#### **Human factors in risk judgment and decision-making**

Learn to estimate risk and frame problems and situations more objectively by taking into account the human failures in decision-making and the distortions that are exacerbated under stress.

## 02

### SKILLS & PERFORMANCE

#### **Behavioural economics and engaging stakeholders**

Group work to learn the strategies of influence, and how to positively influence teams to gain their support and ensure employees are converging towards the same goal: zero accidents.

#### **Leading change**

Understand what motivates organisations to change, the barriers to change, the cultural considerations in change, and how to engage your team as well as diverse stakeholders.

## 03

### BEHAVIOUR

#### **From preventing accidents to creating a safety culture**

Using role-play to implement motivational techniques and engage management right down the field through the intermediary players, taking into account cultural and generational diversity. Upskill your team while strengthening the importance of having an action plan for a fatal accident.

#### **Leadership, safety and stress management**

Learn how to integrate working methods at the team level to avoid traps and consequences of stress such as, accidents, inefficiency, assumption of knowing, controlling and forgetting others.

## 01

### CREATE AN INSPIRED, HIGH-PERFORMANCE TEAM

Through developing a 'culture of care' in your organisation, you will not only minimise workplace accidents, but will create a healthier, more-engaged and effective workforce who produces better work, and faster.

## 02

### DEVELOP POWERFUL MANAGEMENT SKILLS AND BECOME A BETTER, MORE RESPECTED LEADER

You will learn the supportive leadership skills and strategies of positive influence and communication to change mindsets, inspire greater motivation, and make you a better leader in all areas.

## 03

### DEVELOP A PRACTICAL PLAN AND STRATEGIES TO IMPLEMENT

You will create a practical plan to bring the new strategies you learn to life and have an instant and sustainable impact in your workplace.



**CEDEP,  
WHERE MINDS  
MEET FOR  
SUSTAINABLE  
VALUE**



# PROGRAMME BENEFITS

The CEDEP Leadership & Safety Culture Programme will give you the new management skills to drive thriving organisations filled with inspired and committed workers that respect you, and each other.

→ **Become more aware**

Learn to listen to others, create the right environment and better analyse situations.

→ **Reduce workplace accidents**

Be able to analyse systems and detect weak signals and uncertainty.

Have the tools to thoroughly review accidents, finding the key factors and real causes.

→ **Increase team motivation**

Through upskilling your people by setting up simple and concrete objectives, both internally (i.e. company's activity) and externally (i.e. environmental constraints).

→ **Learn how to positively influence people**

Behavioural economics and engaging stakeholders.

→ **Lead forward with the right mindset**

Become a leader of change and role model for others to learn management behaviour.

→ **Create a 'culture of care'**

Enhance productivity and protect your company's reputation.

→ **Take away effective tools to use immediately**

“The safety and leadership program was the best leadership training I've ever attended because it inspired me deeply and made me the manager I am today.”

**ARNAUD LE GUILLOU**  
Head of Europe and Africa, SANOFI



‘It’s the responsibility of senior leaders to create a culture of care that’s truly felt throughout the organisation.’

ANDREW SHARMAN



# PROGRAMME DIRECTOR



**DR ANDREW SHARMAN**

As well as being a highly sought-after speaker, consultant and educator for Fortune 500 corporations across all industry sectors and NGOs including the United Nations and the World Health Organization, Andrew chairs and speaks at professional development conferences around the world. His published articles on safety leadership, organizational culture, behaviour and well-being reach more than 100,000 readers globally each month.

Andrew holds several key positions in the industry, amongst them are former President of the Institution of Occupational Safety & Health ('IOSH'), Chairman of the Board of the Institute of Leadership & Management, Founder of the One Percent Safer Foundation, and Managing Partner of the international culture and leadership consultancy, RMS. He teaches at leading business schools including IMD, Switzerland, the University of Zurich, Switzerland, and CalTech in the United States of America.

'From Accidents To Zero' - just one of ten books written by Sharman- has sold over 83,000 copies and is the global best-selling book on safety culture. It is trusted by business leaders and safety practitioners in more than 50 countries as a blueprint for leadership and safety in their organizations.



## A COLLABORATIVE LEARNING COMMUNITY

The L&SC programme brings together experts and faculty from the world's top business schools and a network of learning partners to work with you throughout the programme.



**IAN HUDSON**  
Chemical Industry Executive, Former President of DuPont for Europe, Middle East & Africa



**SAM ABADIR**  
Professor of Leadership and Negotiation at IMD Business School



**PHILIPPE DELQUIE**  
Specialist in Decision-Making Under Risk, Business Analytics, Data and Risk Analysis, Associate Professor at the George Washington University, USA



**CHRISTOPHE GILLET**  
Specialist in Innovation, Transformation, Change Management and Leadership, ex-Director Business Innovation & Amsterdam Operations at SONY Europe



**THEO COMPERNOLLE**  
Neuropsychiatrist, Best-Selling Author, Adjunct Professor at INSEAD, Suez Chair in Leadership and Personal Development at the Solvay Business School, Visiting Professor at the Vlerick School for Management and Professor at the Free University of Amsterdam

# PROGRAMME CONTENT

Through a series of workshops, you will learn the psychology, philosophy, leadership behaviours and practical tools to create and sustain a 'culture of care' in your organisation, communicate the importance of a proactive safety culture, and build awareness of the safety challenges in today's complex business world.

## You will explore different aspects of safety in the workplace:

- What is safety culture and how can you create, shape and sustain it?
- How do you influence your teams to create safety and avoid harm?
- What are the human factors in risk and how do you manage these?
- How do you evaluate and manage risks?
- How do you lead change, cope with stress and meet the needs of stakeholders – from regulators to workers?
- How do we transform our safety culture from 'reactive' to 'interdependent'?
- How do you empower staff and create effective engagement through well-being and risk literacy?

Finally, you will work on a specific plan for your organisation to establish safety goals, develop resources, ensure team participation, identify and assess hazards, and prevent and control risks. Thereby, giving you a practical action plan to have an instant impact in your workplace.

“This program was an impactful experience that transformed some of my behaviors and identified the ways I can promote a commitment to wellbeing and influence the safety behaviors of my team and those around me.”

**PATRICIA SCHNEIDER**  
Corporate Quality & EHS Transversal Efficiency Director, L'Oréal

# KEY THEMES

## Eye opener: Facing a fatal accident

Studying a real fatal accident in a factory and the ensuing aspects to deal with: legal procedures, internal and external communication with employees, victims' families, local and national press, etc. This session highlights the importance of strong leadership and setting up an action plan and working methods upstream in order to avoid this type of event.

## Nurturing and sustaining a positive safety culture

How to implement a safety culture based on DuPont's and other participants' experiences. Understand the rise of a safety culture throughout the world, and how to improve it in your specific workplace through leadership and employee motivation with concrete objectives.

## Human factors in risk judgment and decision-making

Using case studies and group discussions to elucidate the human failures and distortions inherent in everyone, and how to use simple tools to pre-empt these distortions under stress to analyse situations more objectively.

## Behavioural economics and engaging stakeholders

In small work groups, you will practice the seven strategies to influence your peers who are challenged through debate to escape influence. This teaches you the skill of how to positively influence your teams and stakeholders to get their support.

## From preventing accidents to creating a true safety culture

Using role-play and team cohesion to explain the principle of 'culture' and show the importance of motivating teams and engaging management on all levels to achieve 'zero accidents'. You will learn motivational techniques and the elements needed

to develop an action plan to implement in your organisation.

## Leading change

Video and group work to understand the mechanisms that drive or impede change and learn change management skills to engage culturally diverse stakeholders.

## Leadership, safety and stress management

Learning the difference between positive and negative stress, how to integrate stress management methods in your team, and how to avoid the reflex stress traps of wanting to perform well – going too fast, taking unnecessary risks or multitasking. Also, learn how to allow employees to evolve while accompanying them towards concrete objectives.

## Make it happen workshop and case study

Formulating your individual action plan and presenting it in a situational setting. Also, studying the positive management of the March 2011 Tsunami – the notion of resilience and how the discipline, organisation and solidarity of the Japanese culture affected the outcome.

## Optional company specific module

Half-day strategy session with relevant management from your own company (in a private breakout room) to discuss what you have learned and formulate an action plan to implement in your organisation.

# PROGRAMME DETAILS

## SET UP

This programme can be experienced in two ways

### Multi-company programme

To share insights, experiences and knowledge with other companies across varied industries

Or

### Custom programme

Highly personalised solution based on your culture, current business challenges and strategic issues



 RÉPUBLIQUE FRANÇAISE

La certification qualité a été délivré au titre de la catégorie d'actions suivante:  
"ACTION DE FORMATION"

"I came to the CEDEP Leadership & Safety Culture programme expecting a good lesson on health and safety. I left having experienced the single most impactful, thought provoking and energising leadership programme that I ever attended."

**FABIEN MARINO**  
Vice-President Industrial Affairs & Site Head, Toronto, Sanofi Pasteur Limited

**FORMAT:**  
In person & online

**LOCATION:**  
CEDEP campus in Fontainebleau, France and internationally upon request

**DURATION:**  
4 days

**IDEAL PARTICIPANT**  
The CEDEP L&SC Programme is for managers and senior leaders from all industries who understand and recognise the benefits of setting the right tone to create a culture of care.

It is particularly useful for manufacturing and operations managers, HSE experts, safety and wellness directors, safety engineers and consultants, risk managers, security and environment managers, and executives involved in plant management or distribution.

*Please note that we have a specialist programme for the Oil & Gas sector.*

# OUR MEMBERS AND ECOSYSTEM

## MEMBERS

Bekaert, Biomérieux, Brambles, BMS, CGG, Daher, Garrett, Havas, Honeywell, ITT, L'Oréal, Moët Hennessy, NNE, Renault, Safe, SCOR, Valeo, Tata Steel

## ECOSYSTEM

ADISSEO, Aditya Birla, Crédit Agricole, Danone, Europool, HSBC, Orange, PREVOR, RATP, Renault Truck, Sodexo, Total, Sanofi, WTS Global





**Muriel Pailleux**

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