



First Group



Objective

To support the organisation to bring HSE into the heart of leadership practice and operations.

Method

Since our work began in 2006 we have created different stories and methods to suit the needs of the business and of the individuals and groups involved. We have used plays, interactive drama and film to engage, stimulate discussion, plan action and develop skills in the following areas:

- designing and delivering conferences for strategic leaders that educate, engage and develop commitment to their role in promoting HSE
- designing and delivering conferences for operational managers that engage, raise awareness and develop commitment to HSE
- developing strategy within different sectors of the organisation (specifically engineering and operations) with the involvement of unions
- developing communication links in all directions (but particularly between leaders and frontline workers) to enhance understanding and joined up thinking

We have also used 1:1 and group coaching to develop presentation and storytelling skills among leaders at all levels. This has been particularly useful in improving communication about safety leadership across different parts of the organisation.

Impact

Drama-based learning has had a significant effect on First Group's safety record. Since January 2007 we've had a 47% reduction in time lost through injury and a 30% drop in collision and red signal mistakes. Further, our database shows over 500K injury prevention contacts have been made between employees and managers.

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