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# From Resistance to Results: The 7 Conversations That Change Safety Behaviour

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# Learning Objectives

## By the end of this session, participants will:

- Understand why traditional safety approaches fail with experienced, independent workers
- Discover the three psychological triggers that create genuine behaviour change
- Learn one of the seven techniques which is immediately applicable that reduces resistance
- Identify opportunities for impact within your own team(s)
- **Recognise what's possible** when the right strategies are applied systematically

# Your role

You should start thinking about:

01

Sharing one specific resistant team member situation (names not required)

02

Be open about a current safety frustration in your organisation

## Resistance

"By the end of this session, you'll see a clear path to changing the dynamic of internal behavioural resistance"



# The hidden costs of safety resistance



Experienced workers having accidents is thought to cost the UK billions

Higher fatal accident rate for highly experienced workers: HSE statistics show that older workers are at a higher risk of fatal injury. For 2023/24, 34% of fatal injuries were to workers aged 60 and over, even though they made up only 11% of the workforce

For the period of 2019-24, the fatal injury rate for self-employed workers was around three times that of employees. Self-employed workers tend to be more experienced

In the UK, the total estimated cost of work-related ill health and workplace injuries reached £21.6 billion in 2023, with more experienced workers contributing significantly to these costs

**Experience breeds confidence, but confidence also breeds complacency**

# Leadership burnout statistics in Logistics & Transport

## Highest Risk Industry:

A 2025 report found that the logistics & transport sector has the highest risk of burnout at 15%.

## Longer Workdays:

The logistics & transport sector also has the longest workdays, with workers averaging 9 hours and 10 minutes, 26 minutes longer than the cross-industry average.

## Frustrated:

A McKinsey survey found that 9 in 10 supply chain leaders were frustrated by significant challenges in 2024. While most of these statistics don't entirely single out leaders, the role often comes with the added pressure of high workloads and responsibility for teams, increasing the personal risk of burnout.

Leaders are also tasked with managing workloads in a high-pressure environment, which can contribute significantly to their own risk of personal burnout.

**There is a clear link between poor workplace culture & leadership burnout (increasing risk by 11X)**

## Quick Share

### Linking your frustration with a solution

What's an example of your most frustrating safety (or health) conversation with your team or colleagues?



## Core: Problem why everything you've tried hasn't worked

Let's agitate the problem and create our "Aha Moments"

**Problem Recognition Framework** to identify why some of your current approaches may fail:

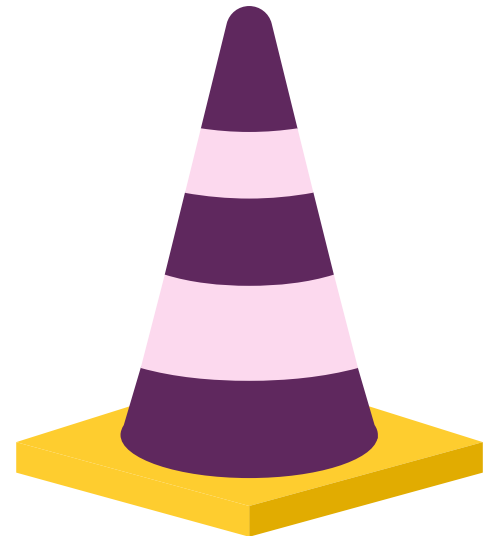
We believe people care about what we've got to say

We believe people understand what we say

We believe people will "behave like adults"

We believe people will think like us

We believe people trust us



# The Authority Trap: Why "because I said so" creates MORE resistance with independent workers

Psychological reactance & behavioural freedoms

Perceived  
freedom

Threat to  
freedom

Reactance

Restoration of  
freedom

## The Experience Paradox:

# How competence becomes the enemy of safety

Growing experience can ironically lead to decreased safety awareness and increased risk-taking behaviours

**Familiarity breeds contempt**

## Hands up:

"Who recognises any of these patterns in their team?"



# The Breakthrough Insight

What actually drives true behaviour change?

## The first insight:

Shifting the focus from motivation to the environment:

The "aha!" moment is the realisation that willpower and motivation are unreliable (as are humans).

Instead of trying to "be more disciplined," the breakthrough insight is to design your environment to make the desired behaviour the natural path of least resistance.



# Psychological triggers that create human change

Three psychological triggers that create genuine behaviour change:



# Solution Preview: The Influence Method That Works

One Complete Technique with dramatic results

The "Peer Credibility" conversation framework

## Situation-Behaviour-Impact-Collaborate (SBIC) model

**S**

Hey Alex, can I talk to you for a moment? This morning, around 10:30, I noticed something when you were in the yard at the east side of the building.

**B**

I saw you climb the ladder to reach the back of transporter, and you didn't have your safety harness clipped on.

**I**

I felt concerned when I saw that because a fall from that height could cause a serious injury. What was going through your mind? Was there a reason you weren't clipped on?

**C**

For everyone's safety, including yours, we really need to make sure everyone is clipped on 100% of the time up there. Can I count on you to do that? If you see an issue with the equipment again, let's fix it right away, together, before you start the task.

**This is just ONE of seven techniques that can transform safety culture**

# Vision Casting and the Clear Road Ahead

The full technique includes step by step techniques to transform behaviour

A full insight into behaviours that drive challenging behaviour which ultimately risk everyone's safety

There are SIX additional techniques that can transform safety culture other than what you've heard today

Companies that have implemented similar techniques have successfully reduced leadership fatigue and **dramatically cut incidents**, for example, Kinaxia Logistics which saw a 94% reduction in LTIs

Most leaders see measurable change within 30 days when they use all seven techniques

Today you've learnt 1 of the 7 techniques for behavioural change

**Remember – change is possible**



Get in touch with Team Rocks [info@safetyrocks.co.uk](mailto:info@safetyrocks.co.uk) for more information

Any Questions?