



*Conference:  
Safely Developing an Effective Culture*

*1 - 5 November 2026  
Amman (Jordan)*

## Conference: Safety Developing an Effective Culture

Conference code: CO8220 From: 1 - 5 November 2026 Venue: Amman (Jordan) - Conference Fees: 4550 € Euro

### Introduction

#### Building an Effective Safety Culture

An effective safety culture is critical for implementing successful safety management systems and preventing major accidents. This seminar focuses on fostering personal responsibility, improving behavioral practices, and assessing organizational safety culture. Participants will learn strategies to drive safety improvements, the importance of active care, and insights from renowned theories like Taylor, Herzberg, and Maslow.

### Objectives

- Have a clear understanding of human factors and their application to their organization's current safety and cultural status
- Be familiar with elements of safety management systems and their purpose
- Appreciate the consequences of behavioral acts and omissions as prime causes of accidents and emergencies
- Be able to develop a step-by-step safety cultural improvement program within their organization
- Develop an appreciation of carrying out an HSE cultural positional assessment
- Develop skills for identifying, evaluating, and reconciling solutions for influencing behavioral change improvement measures

### Methodology

Participants will learn by active participation during the conference through the use of exercises, case studies, and open discussion forums. Videos shown will encourage further discussions and delegates are encouraged to bring forth experiences and problems from their organizations. The conference will be run using PowerPoint slides, copies of which will be distributed both in hard and soft copies.

### Organizational Impact

- Professional development of staff
- Improved communications
- Improved safety behavior
- Reduction in incidents

- Practical steps for changing culture
- Leaders better equipped to face adversity of incidents head-on

## Personal Impact

- Understand the integrated approach of Safety Culture
- Be able to assess the safety culture of the organization
- Practical methods to improve safety behavior
- Appreciate the needs, drives, and motivation of staff
- Develop an SMS based on safety culture principles
- The power of reinforcement and recognition

## Outlines

### Day 1: Introduction to Safety Culture

- Safety culture and safety climate
- Improving safety performance
- Behavior and Culture
  - Organization factors
  - Job factors
  - Personal factors
- Historical review
- Case study

### Day 2: HSE Model for Safety Culture

- Identifying problem areas
- Dependant, Independent, and Interdependent Cultures
- Planning for change
- HSE cultural change model

- How to intervene
- Key Performance indicators
- Success factors and barriers
- Attitude Questionnaires

### Day 3: Safety Management Systems

- Safety management systems framework and safety culture factors
- Essential safety management system components
- Developing an effective safety management system
- Mechanical Model of SMS
- Socio-Technical Model of SMS
- More safety culture factors
  - Risk and risk perceptions
  - Human error
  - Stress
- Case Study [Mersin Refinery]

### Day 4: Behavioural Safety

- Safety culture and behavioral safety
- Taylor, Herzberg, Vroom, Geller, Maslow
- Natural penalties and consequences
- ABC analysis
  - Antecedents
  - Behavior
  - Consequences
- What drives behavior

- Natural penalties and consequences

#### Day 5: Assessing the Safety Culture

- Establishing the current status of a safety culture
- Results of questionnaires
- Case studies from different organizations
- A step-change in safety
- Managing people and their attitude to safety
- Developing questionnaires
- Personal action plans
- Course review

## Registration form on the Conference: Safely Developing an Effective Culture

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): .....  
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 Official E-Mail: .....

### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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