

SAFESTART HUMAN FACTORS



CONFERENCE

2022

Orlando, FL

November 8 & 9

ONE SIZE DOESN'T FIT ALL: HOW TO "CULTURALIZE" YOUR HUMAN FACTORS APPROACH

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WHAT CONSTITUTES CULTURE?

- Language
- Ideas
- Laws
- Traditions
- Mind-set
- Manners
- Nationality
- Religion
- Generation
- Ethnicity



WHAT IS THE DEFINITION CULTURE?

- Culture is the beliefs, values, mind-sets, and practices of a group of people



WHY IS CONSIDERING CULTURAL DIFFERENCES IMPORTANT

Identifying and address cultural differences allows for:

- More productive communication
- Promotion of a positive environment that is accepting of all cultures
- Everyone to get as much from the training as possible



WHY IS CONSIDERING CULTURAL DIFFERENCES IMPORTANT

Some of the cultural factors that can affect workplace safety include:

- Perception of risk at work versus daily life
- Employees adapting to workplace hazards
- Interaction of employees with their equals and superiors
- Understanding of safety and who is responsible for it
- How work is supposed to be done versus how it is actually done



WHY IS CONSIDERING CULTURAL DIFFERENCES IMPORTANT

To effectively work cross-culturally a human factors approach must take into account local perceptions and approaches to key concepts and core issues.



CHALLENGES TO WORKING CROSS-CULTURALLY

- Understanding your perspective
- Culture based barriers
- Unrelatability of content or method
- Differences in learning styles



WAYS TO AVOID CROSS-CULTURAL TRAINING MISSTEPS

- Familiarize yourself with the people and cultures
 - Analyse the audience
 - Seek input from a local advocate
 - Recognize your cultural bias
- Research relevant do's and don'ts
 - Sensitive topics
 - Realize importance of local content
- Use visuals that connect with the audience



WAYS TO AVOID CROSS-CULTURAL TRAINING MISSTEPS

- Craft your message
 - Tone, body language and metaphore
- Ask questions about things that seem common sense
- Be open minded and be prepared to have your assumptions questioned
- Allow for additional time to ensure concepts and techniques are fully understood



GLOBAL COMMUNICATION

Communicating to a global audience is an art form. Much like being politically correct, being culturally correct is an important part of being an organization that is respected and desirable to work for.



LOCAL COMMUNICATION

Safety Professionals who work with a variety of cultures within domestic companies must be able to appreciate and navigate the cultural differences inherent in their workplace training and allow for the same preparations.



RISKS TO IGNORING CULTURE

- Program not adequately adapted to local context
- Barriers to implementation may be misinterpreted and therefore inadequately addressed
- Employees may only implement superficially due to lack of understanding or connection



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THANK YOU FOR ATTENDING!