

**ppwd**<sup>®</sup>  
Compassionate Safety

Generating safe environments  
that accommodate humans for  
being human.



**PPWD undertakes what it does because we are committed to ensuring that everyone goes home in a better condition than when they went to work. We have a desire to create workplaces that are free from harm. Workplaces that accommodate the physical, psychological and emotional needs of employees.**

PPWD specialises in the design and delivery of innovative human factors training. From non-technical skills, communications and trauma workshops through investigations and learning reviews to fair culture, well-being and safety critical environment leadership programmes. Our diverse and expert facilitators are second to none, and they create learning that sticks long after the training intervention. Generating personal learning from the boardroom to the frontline that utilises our proprietary Sticky Learning techniques.

PPWD's aim is to bring compassion to safety, and to broaden the definition of safety. A holistic duty of care which generates safe environments that accommodate humans for being human. Our approach aligns personal and organisational mindsets, beliefs and values. In doing so, workplaces are created where people are set up for success every day and where they demonstrate their best self. Through the effective recognition and management of psychosocial factors, colleagues thrive and flourish and demonstrate a clarity of vision, are calm, understanding and agile in action. Colleagues who are sensitive to the hazards and risks of their environment, and confident to be safety leaders for themselves, others and the organisation. We partner with organisations to support their fair culture evolution. An evolution founded in learning. Where adverse events are viewed from the perspective of 'what went wrong' as opposed to 'who went wrong'.

Our courses, workshops and programmes have resulted in operational incident reductions of 50-64%, reduced staff turnover, disciplinarys and absenteeism. With ROIs in year 1 of 1.4, and in year 7 of 15.9. Additionally, increased dialogue takes place between the frontline and management focused on the co-creation of safety.

Plus, an increase in reporting and identification of eroded safety margins before the adverse event occurs.

*All of this is underpinned by 13 years of multi-award winning and empirically demonstrated success across military aviation, military officer training, passenger and freight operating companies within the UK, US and Middle East.*



**Paul Davison**  
CEO, PPWD

## The PPWD Values



### People

People naturally solve problems.

People require environments where they can thrive and flourish. Being people-centric means creating environments that bridge the gap between what is prescribed and what is done.



### Practice

Practice, and we act deliberately.

Practice brings a focus on goals and invigorates growth mindsets to stretch. The action incorporates constructive feedback and becomes the foundation of successful long-term learning cultures.



### Wonder

Wonder, and we desire to know something.

Wonder is a curiosity, an inquisitiveness to understand. Our methods engage and activate wonder which leads to and feeds learning.



### Develop

Develop, and we naturally evolve within learning environments.

Development encourages and supports the growth of systems, teams and individuals. Through development, resilience, capacity and adaptability are co-created.

## A world where there is zero harm to people at work.

Day in, day out, we strive towards a world which considers both physical and psychological harm as equals, knowing they impact on each other.

We know the journey that is ahead of us when we choose such a purpose, yet why aim low? Our purpose inspires us every day to do that little bit more, to make the effort to be part of a larger community of safety-critical wellbeing. We spend so much of our lives at work, so it is essential that we strive for a world where we return from home in better shape than we went.

### This is why we:

- Are the UK Ambassadors for the One Percent Safer Foundation.
- Partner Rail Safe Friendly to get rail safety into school.
- Are members of the Mindful Business Charter, working with them ISMA (UK) and International SOS in the Workplace Wellbeing Workgroup.

**Everything we do is connected by authentic conversations. From the Boardroom to the Classroom, from the frontline to the back office, unless we talk openly and honestly we cannot create safety capacity.**

### PPWD believe that:

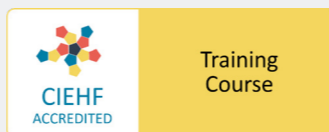
- Everyone has a safety-critical role in safety-critical industries.
- Safety is never about numbers.
- People, as problems solvers co-create safety cultures.

## Creating, supporting and maintaining psychological and physical safety.



### Non-Technical Skills (NTS)

PPWD's Compassionate Safety Approach to NTS incorporates the RSSB's 7 NTS Categories and 26 NTS Skills as laid down in the RSSB's recommended NTS syllabus (T869), and adds an 8th category, Reflection, which closes the Experiential 'Kolb' Learning Cycle.



PPWD recently worked with a Train Operating Company to deliver a number of fully integrated Fair Culture change programmes. These programmes resulted in more than a 64% reduction in operational incidents over a 5-year period. The release and training costs were offset by the savings generated by incident reductions. An ROI in year 1 of 1.4, steadily increasing to year 7 with 15.9, and this was generated based on a reduction in incident costs and fines.

### Learning Reviews

What many in traditional safety call an 'error,' holds a negative meaning. PPWD Compassionate Safety approach is to challenge this and consider adverse events to be 'any deviation from an expected outcome.' In this way, our investigations become Learning Reviews and can be either pre-deviation or post-deviation. The aim of a post-event Learning Review is to understand why there has been a deviation from the expected outcome. A pre-event Learning Review focuses on identifying what could potentially cause a deviation from the expected outcomes. In both cases the aim is on learning and making recommendations that reduce the risk of a deviation occurring or re-occurring. We have successfully worked with a number of clients to change how they undertake and make sense of investigations.



### Coaching

PPWD's Compassionate Safety approach enables a range of coaching support, from team-focused Action Learning to bespoke 1-2-1 support for Executive and Senior Leaders. From the Boardroom to Frontline staff, PPWD have deep experience of coaching for performance within safety-critical industries. Our coaching programmes can be in-person or virtual, and will include:

- A personalised learning journey.
- Access to a broad range of safety-critical case studies.
- A focus on developing your capabilities as a safety leader.



### Board and Senior-Leader Engagement

Compassionate Safety shifts safety cultures from 'doing' safety to 'being' safe. PPWD support Boards/SLTs to weave a safety tapestry of threads which catch humans kindly when they fall, and generates safety capacity to protect humans from workplace hazards and risks. We understand how organisations work, and PPWD's Compassionate Safety approach helps deliver your Compliance needs alongside achieving Safety through your people.

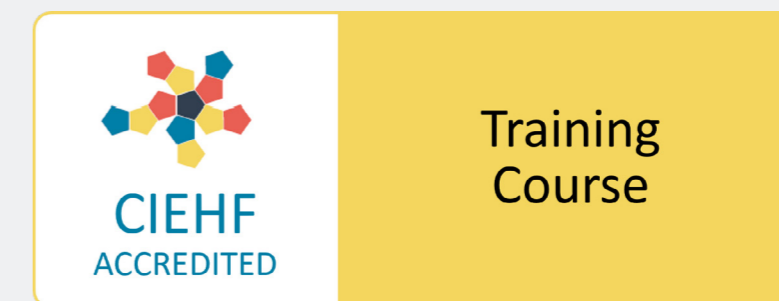
Boards and SLTs are provided with a management tool for safety leaders to both control hazards, and more accurately quantify risks and care for colleagues.

PPWD's approach is one which brings together the tension between being caring and kind for humans, and the necessity to quantify, monitor and predict unsafety conditions.



Workshop	Programme			
	Sticky Learning	Safety Leader	Fair Culture	Compassionate Safety
NTS Frontline				X
"NTS for Assessors, Supervisors and Managers"		X		X
Learning Reviews		X	X	X
121 Coaching	X	X	X	X
Team Coaching	X		X	X
Board/SLT Engagement			X	X
Personal Wellbeing		X		X
"Women's Health in Safety Critical Industries"		X	X	X
"Sticky Learning Facilitation (Train the Trainer)"	X			

PPWD are a multi-award winning team. Recognised by several organisations for the design, and implementation of innovative human factors, investigation workshops and cultural evolution and leadership programmes. Our proprietary Compassionate Safety approach and sticky learning methods, deliver fantastic results.





"This immersive training has equipped me with invaluable tools to effectively navigate challenges of both personal and working life, collaborate with diverse teams, and drive positive outcomes."

**Adi Harper - Colas - Driver**



"At Southeastern, our journey towards embedding a fair culture has been supported by PPWD at every step. From early conception to the launch of our Fair Culture Charter we have worked collaboratively with Paul Davison. Whilst acting as consultants, PPWD have immersed themselves into our organisation and are effectively seen as an extension to our team of safety professionals and have helped to guide us in the right direction, checking in along the way and supporting the development of our culture change programme."

**Steve Lewis - Head of Safety and Environment - Southeastern**

"We've replaced the old finger-pointing culture of blame with something much more positive, much more inclusive, and much more useful. Hence, we've not only moved away from accidents and incidents to learning events, but we've also moved away from 'investigations' to 'learning reviews' too"

**Jon Cole - Operations Standards Specialist - Southeastern**

## Accreditations



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[www.ppwd.co.uk](http://www.ppwd.co.uk)