

process 



Making a Success of HSE

Successfully communicating your HSE expectations and learning

stc insiso 

Provender House, 37 Waterloo Quay, Aberdeen, AB11 5BS

+44 (0)1224 937 497

info@stcinsiso.com

www.stcinsiso.com



Talk to a member of our team about your learning goals

+44 (0)1224 937497

or visit

www.stcinsiso.com



1 GET NOTICED

GIVE IT A NAME
to ensure it has standing
in the organisation

STEP AWAY FROM THE NORM
Deliver something different



2 LOOK GOOD

DESIGN IT,
NOT JUST PRODUCE IT
Ensure thought is applied
to use and impact

CREATE MESSAGES
WHICH ENGAGE
rather than seen-it-all-before



3 BE CORPORATE

FIT WITH THE
CORPORATE BRAND
or even create your own
HSE sub-brand

TELL THE STORY WITH
YOUR OWN IMAGERY
People will relate to their
situation more than
generic ones

4 REACH OUT

EXTEND TO YOUR
SUPPLY CHAIN
to have everyone involved

CREATE DEVICES TO SHARE
Take-away tools and
items for everyone



5 CONTENT IS KING

KEEP IT PUNCHY
to capture and maintain
interest and attention

CREATE DEVICES TO USE
for people to capture
their notes and ideas



6 FOCUS THE SCOPE

NOT JUST AWARENESS, BUT
ATTITUDES AND ACTIONS TOO
Ensure the campaign gets
people to put THEMSELVES
into context



7 ROLL OUT

DELIVER IN SMALL PIECES
Deliver elements in response
to pressing needs

USE THE RIGHT PEOPLE
Choose carefully who
will manage 'customer'
facing elements

