

STOPThink! – Think differently – Make better decisions



Supply Chain Partner, McNealy Brown, was so inspired they rolled out their own STOPThink! Awareness Programme. It helps people on the ground to better understand why we “do what we do” and to truly engage teams to ‘think differently’ and make a real difference.

Customer Attendees	250+
Supplier Attendees	300+
Osborne Attendees	2350
Trained Coaches	76
Benefits	Improved AFR Course Satisfaction 97%

Issue

Zero harm is an enormous construction industry challenge. Statistics show that legislation, process compliance and audit are not enough! Why? They do not address the underlying behaviours that drive people to make bad decisions, cut corners and work unsafely.

Solution

In 2012 a group of Osborne future leaders took on the challenge of driving our AFR to ZERO. The result was a cultural change programme 'STOPthink!' which whilst it isn't unique to the industry, the way it has been implemented is.

Now in 2020, over 3000 of our customers, suppliers and employees have been through the programme and our AFR is consistently low. The initial focus on health and safety has widened to include mental health.

How does STOPthink! Work

Safety and performance go hand in hand and the programme exploits this intrinsic link. If our people 'think differently', and 'make better decisions' they will stay safe and improve their performance.

Drawing on existing expertise this powerful programme was developed to provide the knowledge, practical tools and permission to make the right decisions. The 'game changer', is that the benefits extend beyond safety to develop individual decision-making abilities which influence all aspects of work and life.

By embedding the programme across our employees, supply chain partners and customers we are developing a diverse group with a common understanding of how behaviours can influence actions. With this comes a greater understanding and respect of individual differences and how that can be used to benefit their team's performance.

What do we do?

An initial 'Launch Day', introduces the concepts which resonate with the attendees and can be put to immediate use. The people can choose to further their skills and become STOPthink! champions and even go on to be fully fledged business coaches. We now have 76 coaches embedded within every level of Osborne, our suppliers and customers. They work with their colleagues and teams to improve safety and performance outcomes.

Visible and active leadership plays a significant part in setting expectations and aligning messages. For that reason, a series of "Leaders Days" are used to demonstrate commitment and support at the highest level.

Messages are further reinforced through our monthly STOPthink! publication which spreads the word and shares STOPthink! moments. Monthly web page views up to 14,000 make it a significant industry contributor!

Outcome

Over 3000 people have been through the STOPThink! programme with an extremely high 97% course satisfaction. Improved AFR rate; better churn rate and employee engagement satisfaction are all tangible benefits.

Customers like Network Rail, Highways England and Connect Plus have recognised the benefit and rolled out bespoke programmes within their businesses.

"The genius of STOPThink! is that it is constructed and delivered in a way that people really 'get it'. The messages and learning techniques work for all, from the person working on the tools to the Boardroom."

Clive Cooper, Highways England Service Delivery Team Leader

The initial focus on health and safety has widened to include mental health. Connect Plus M25 selected our trainers to deliver mental health content to over 400

attendees in a major 'stand down' programme.

A bespoke programme developed for schools has been delivered to 200 students at West Herts College and the Astley Cooper school (photo) as part of our community commitment on the property services contract with Dacorum Borough Council. This will continue and grow to potentially include tutors!

"All the students have been through the STOPThink! training and they all felt better about themselves and their prospects as a result. Without the help of Osborne our unique Pre-Apprenticeship programme may not exist and it certainly wouldn't be a successful as it is".

Richard O'Brien, Coordinator of the Pre-Apprenticeship Programme, Astley Cooper School



The Future

In 2020, the STOPThink! programme continues to be as relevant as when it started and the addition of mental health has strengthened its reach.

This year the Osborne STOPThink! journey will commence from Day 1 for 'new starters' with its inclusion in the induction. A new suite of STOPThink! Workshops is to be introduced and new e-learning modules will supplement the very popular and successful face to face and classroom activities.

The scale of the challenge within our industry, to change people's behaviours within multiple organisations working across a vast range of projects for differing customers will continue to be enormous. But together by thinking differently, we can rise to the challenge, keep everyone safe and improve people's lives.