

## Safe Steps 24 Masterclass@ - a revolutionary approach to performance enhancements

Safe Steps 24 Masterclass@ was created because Organizations consistently attempt to deliver commercial success in a culture of performance, quality and safety. According to McKinsey and Forbes over 70% of transformations fail despite the enormous resources thrown at them.

Whilst this is unacceptable to any CEO and their management team, the research shows that these failings can be put down three factors including:

- **Inadequate Change Management:** In particular, there is often insufficient attention to the human elements of change, such as employee engagement and addressing resistance, which can hinder successful transformation.
- **Overlooking Organizational Culture:** Neglecting the existing organizational culture and its influence on safety and performance can lead to misaligned initiatives. Often the transformation can be one-dimensional.
- **People talk about change from the top or change from the bottom.** However, the reality is that both are necessary at some point in the journey. The real trick though is creating and engaging small groups of high performing teams who simply decide to do the right thing and ask for forgiveness rather than the permission that has stifled them in the past.

Our approach brings together three fundamental elements backed by several very simple principles which start with a simple fact. You cannot expect to lead others on a journey of change unless you can manage and lead yourself on your own journey. Our principles include:

- A person cannot change an organization until they have embraced significant change for themselves
- A person who leads must be able to hold up a mirror and look unflinchingly at the mirror to see their own traits around personal health, wellbeing, strengths and their own development areas
- The program we have designed provides the vehicle to embrace personal change, since a healthy leader is a successful leader able to speak with true authority in change, beyond process, IT and policies.

This we combine in a Trinity of learning. What do we mean by Trinity? In very simple terms we bring to together three elements of Personal Wellness, Human & Organizational Performance and Data and AI. Research shows that any human being would use 66 days on average to change behavior.

You will

- learn how to personally transform behavior over a 66-day timeframe.
- be equipped to drive culture changes more successfully and sustainably.
- be able to create traction, drive quality and EHS improvements faster.
- become a valued employee and leader in your organization.
- be able to transfer Q & EHS knowledge into business financial knowledge.
- be equipped with personal tools to support personal health mental and physical well-being.
- have better opportunities to advance your career.
- expand your personal business network.

For the upcoming Safe Steps 24 Masterclass© we are happy to announce **Head Energy DK** as our sponsor and partner. Your registration and payment for the Safe Steps 24 Masterclass© will be handled by Head Energy DK.

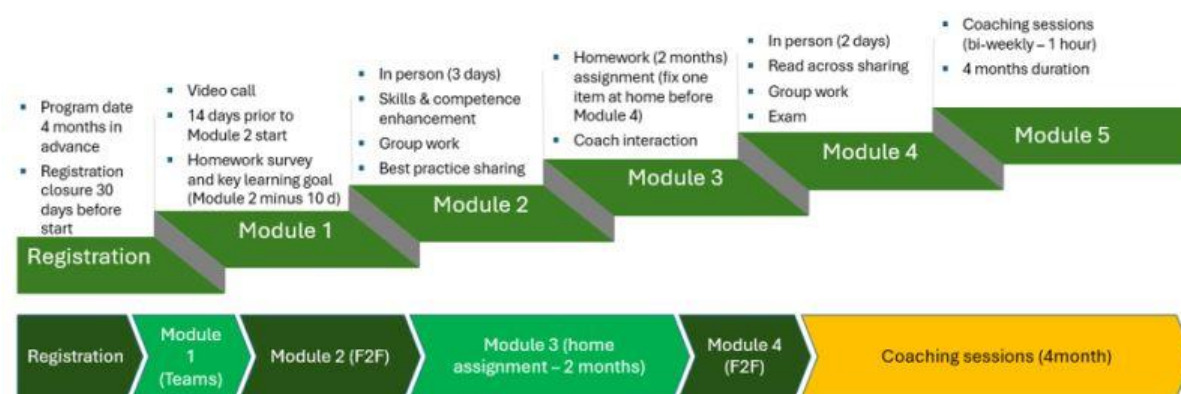
Dates for this Masterclass described below:

- Registration before August 21<sup>st</sup>, 2025
- Module 1: November 4<sup>th</sup>, 2025 (90 minutes Video Call)
- Module 2: November 11<sup>th</sup> to 13<sup>th</sup>, 2025 (in person)
- Module 3: (Homework assignment between Module 2 and 4)
- Module 4: February 3<sup>rd</sup> to 4<sup>th</sup>, 2026 (in person)
- Module 5: February 19<sup>th</sup> to May 21<sup>st</sup>, 2026 (bi-weekly 1 hour Video Call)

Location for the in person sessions;

Steigenberger Hotel Treudenberg,  
Lemsahler Landstrasse 45, 22397 Hamburg, Germany

## PROGRAM



Program elements that are covered through the Safe Steps 24 Masterclass©

## Safe Steps 24 Masterclass©



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Brief module content overview.

### **Module 1:**

Program introduction and overview for the entire Masterclass. Practical information linked to the in-person training/coaching.

Homework: Survey questions to establish knowledge in the Quality and EHS area, including setting KPI's and driving culture change. Secondly, finalize a survey questionnaire regarding knowledge to drive personal mental and physical enhancement. Lastly, what are your personal goals to become mentally and physically better, to enhance your own performance.

### **Module 2:**

This is an in-person training/coaching session with the students. The primary objective of Module 2 will be providing the students with new tools and skills to master their homework assignment and start the 66 days of cultural transformation for their business and personal set KPI's established during Module 1.

This Module would use a high number of business cases and learnings through groupwork assignments.

### **Module 3:**

Homework assignment: Individual task to solve a quality or EHS problem, using the tools from Module 2. Coaches will be available to support if a student gets stuck in the process. The homework assignment must be completed and handed in to the Head Coach 14 days prior to the start of Module 4.

Homework will be validated by the coaches and serve a potential pass/fail rating at the end of the Masterclass. Content of the individual assignment will not be shared in full with the other Masterclass participants. Each Masterclass participant determines which learnings will share during Module 4. Coaches will not keep any records associated with the individual homework assignment after the completion of the Masterclass

### **Module 4:**

Focus on read-across, lessons learnt, best practice, pitfalls and roadblocks experiences during Module 3 with the Masterclass participants.

Learn how to become a better coach through enhanced team – and leadership capabilities. Using case studies to test capabilities with the Masterclass participants. Coaches will use role play to increase the challenge and learn effect.

This training/coaching is an in-person session.

Each Masterclass participant will receive a certification after successful completion of Modules 1 to 4. The homework will be validated by the coaches with a pass/failure.

### **Module 5:**

On a bi-weekly basis each participant will be invited to a 60-minute video call to discuss progress. Focus is the 66 days of personal and business transformation.

The coaches will challenge and provide feedback to each participant on progress. The course participants will continue to discuss roadblocks, pitfalls, lessons learnt, and best practice experiences during the sessions.

Sessions will run for approximately 4 months until the Masterclass is completed.