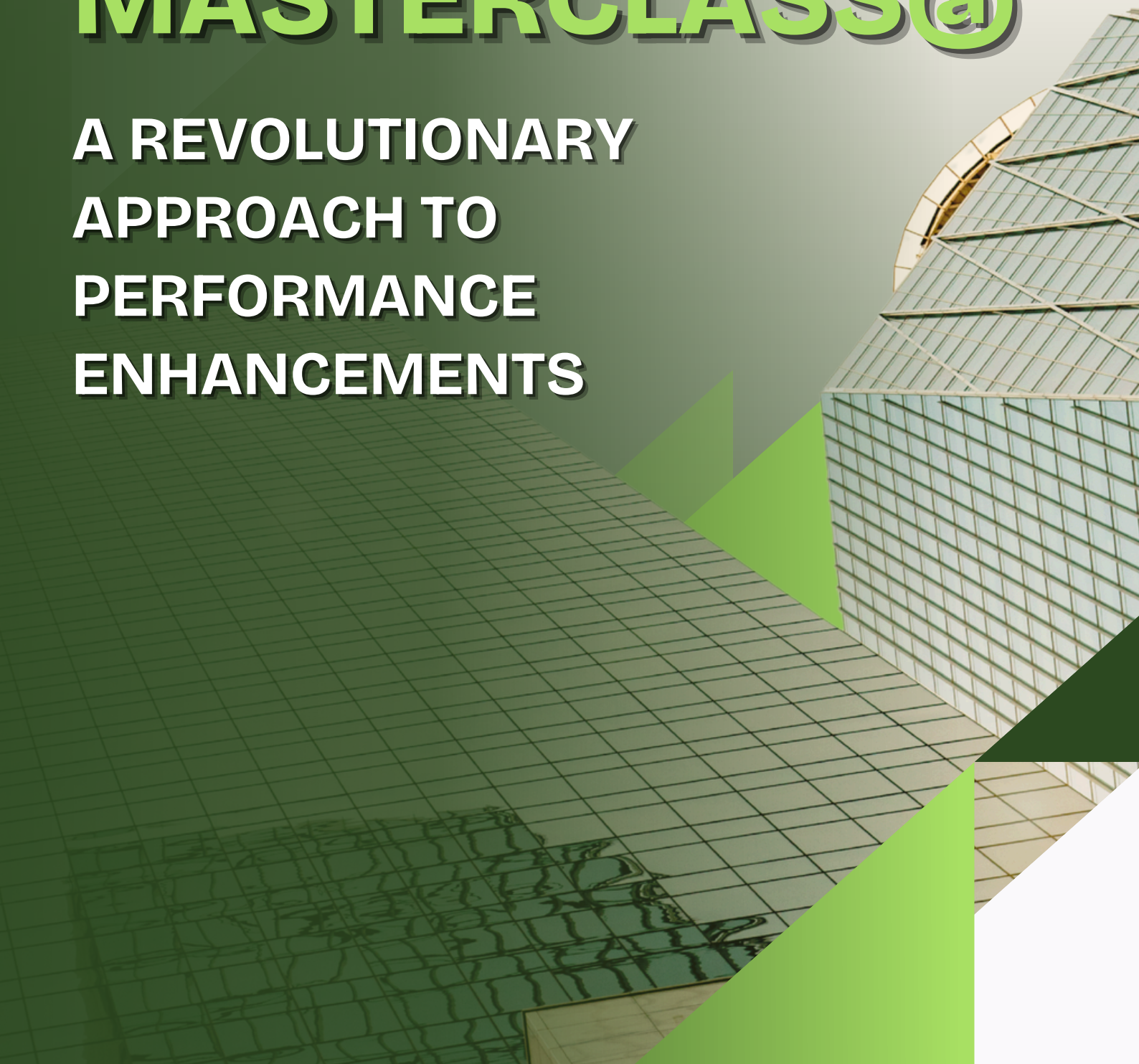


SAFE STEPS 24
"ONE TOO MANY..."

SAFE STEPS 24 MASTERCLASS@a

**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:

01

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.

02

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.

03

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 tother 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:

- a. Registration before August 21st, 2025
- b. Module 1: November 4th, 2025 (90 minutes Video Call)
- c. Module 2: November 11th to 13th, 2025 (in person)
- d. Module 3: (Homework assignment between Module 2 and 4)
- e. Module 4: February 3rd to 4th, 2026 (in person)
- f. Module 5: February 19th to May 21st, 2026 (bi-weekly 1 hour Video Call)

Location for the in person sessions;

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



PROGRAM

Module 1:

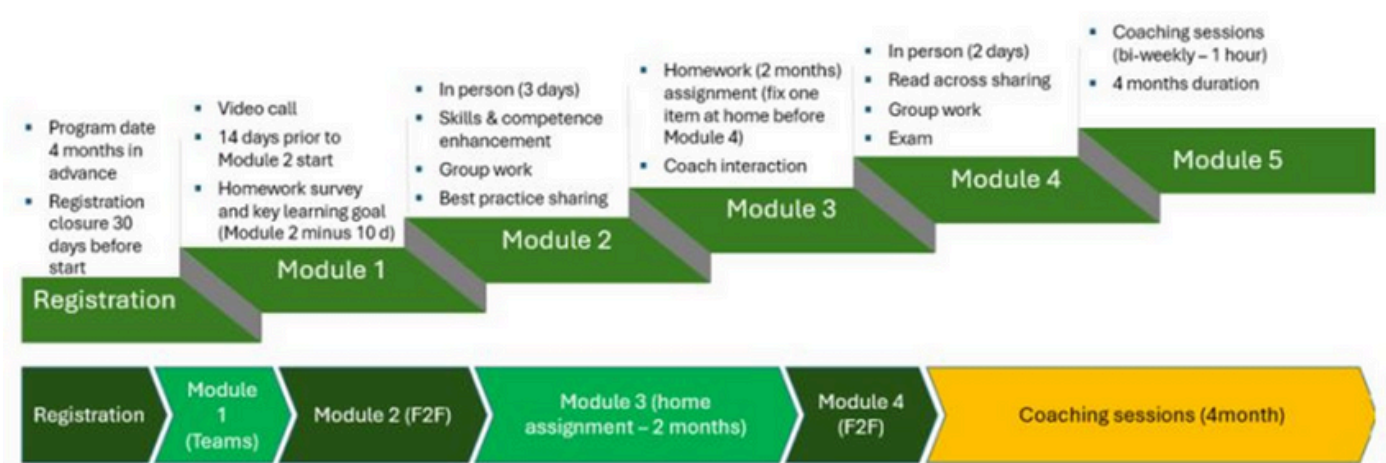
Program introduction and overview for the entire Masterclass. Practical information linked to the in-person training/coaching.

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.



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

PROGRAM

Safe Steps 24 Masterclass@

Driving
shareholder
and business
value

Building a Q &
EHS Strategy

ESG linked to
financial
performance
(EU, UK & US)

Thought QEHS
Leadership -
culture

Driving
Culture
Change (viral
change)

Effective
QEHS Teams

Digital ML&AI
– smart
working

Investigation
(learn from
data)

Product
design –
ALARP (law vs
standards)

Quality
Assurance
(make learning
stick) PDR

Health
Management
Driving
Behaviour
Change

Health
Management
Personal
Development

Creating
diversity of
thought –
attracting new
talents

Learning –
Groupwork

Business cases
– sharing best
practices

Understand
human
behaviour

Home work
assignment

Social
interaction
and
networking

Bi-weekly Coaching follow up → 4 months duration

(60 minutes Video Call)

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

PROGRAM

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.

MEET THE COACHES



Andreas Thomas is a seasoned fitness and health coach, a sports scientist, and a psychologist. Over the past 5 years, he has helped more than 200 managers, CEO's and self-employed individuals sustainably lose weight and achieve top physical form.

Andreas is the creator of the holistic S3 Method, a unique approach that empowers clients to reach peak physical condition with just two hours of effort per week, combining nutrition, motivation and physical activity.

Most people know what would be good for them, but something habits stand in their way.

The focus of his work has been to remove these oftentimes "invisible" obstacles that stand between people and their fitness & health goals.

In addition to his expertise in health and fitness, Andreas is deeply passionate about personal development and introspective growth, focusing on creating lasting transformations in both body and mind. He combines his knowledge of psychology with practical strategies to help his clients' overcome barriers, develop sustainable habits, and achieve their goals.

MEET THE COACHES

Claus Rose is currently the Managing Director of Safe Steps 24. Safe Steps 24 is a QEHS consulting company, delivering state-of-the-art programs for culture transformation, digitalization and health management.



Safe Steps 24 Masterclass is an international program developed by Claus Rose, who for the past decade has been the global EHS director for some of the world's largest energy companies like GE and Siemens. His role has required him to successfully lead large scale cultural change programs and his unique approach to leadership and change has delivered significant documented and award-winning success.

His philosophy was originally inspired by his learning as an Army officer during two international postings and later supporting the Danish Royal family in advanced first aid training. This led to him creating and leading small highly trained teams, acting with a large degree of organizational independence, but fully integrated into an overall mission and purpose.

He previously owned a consultancy company dealing with special constructions to be risk assessed to match legislation. He served 20 years as an officer in the Danish Army, with international postings and holds a university degree in management and business administration from the Danish Army.

MEET THE COACHES



Dr Jennet Arshimova is the founder and senior tutor at NEW HSE Operational Excellence Centre and two Risk Management Schools in Poland, Ukraine, and the Czech Republic under the umbrella of "Journey with C.A.R.E."

With dual qualifications in medicine, occupational safety, and over 17 years of international experience across industries such as energy, healthcare, oil and gas, manufacturing, and construction, Dr Jennet integrates science with practical application.

Her work in more than 14 countries has helped clients achieve prestigious international awards and recognition.

As an academic tutor, lecturer, trainer, and scientist, Dr Jennet tailors her programs to the unique needs of organizations, connecting theory with practice to inspire meaningful changes in safety culture and behaviors.

Collaborating with Dr Jennet means accessing her strategic vision and expertise to drive innovation, break stagnation, and achieve lasting transformation in organizational safety and excellence.

Her focus areas include health management, risk and crisis management, behavioral changes, leadership, safety culture, and psychosocial risks.

MEET THE COACHES

Peter Simon is a dedicated and results-driven professional with over 15 years of cross-functional expertise in Information Technology and EHSQ Data Analytics.



Proven track record of successfully leading digital transformation initiatives with a dual focus on project management and data analytics. Specialized in leveraging data insights to drive strategic decision-making. Adept at delivering impactful presentations, fostering inclusivity, and managing stakeholder engagement. Excels in both project leadership, overseeing end-to-end project life cycles, and collaborative team environments. Known for implementing innovative solutions in dynamic, data-driven settings.

MEET THE COACHES



Rasmus Leissner is a dynamic leader with a proven track record of driving cultural transformation and operational excellence in high-risk industries. As Integration & Separation Manager at GE Vernova, Rasmus ensured the EHS readiness for the company's spin-off, managing systems, compliance, and digital tools.

Previously, Rasmus spearheaded Vision Safe, a groundbreaking program at GE Renewable Energy that achieved a 40% reduction in injuries and incidents within a year and is now publicly available.

With a mechanical engineering background and hands-on experience in digitization, Lean management, and Six Sigma, Rasmus excels in linking Quality and EHS initiatives to measurable business outcomes. A passionate advocate for sustainable cultural change, Rasmus brings unique expertise in integrating safety and quality with financial impact, offering attendees actionable insights at the intersection of innovation and strategy.

MEET THE COACHES

Ian Oliphant-Thompson is the Founder of Generation Safe, an internationally award-winning business as a Visioner in behavioural and cultural transformation specializing in high-risk industries facing significant change.



Operating globally, he has worked in over fifty countries across six continents. He focuses on businesses and projects operating with significant complexity and high levels of capital, operational, reputational, safety and leadership risk.

Offering exclusive expertise in rapid high impact organisational and cultural transformation focused on organisational, team and individual behaviour, often underpinned with creative and technological breakthroughs.

MEET THE COACHES



Tony Atherton has significant experience working with senior leaders within global blue-chip brands, international governments and national academic institutions to engage, motivate and inspire people to deliver sustainable cultural change and transformation, resulting in tangible business results through experiential, thought-provoking and reflective methods

His career spans over 3 decades working at Exec level with global organisations such as Rolls-Royce, GE and Citigroup, gaining a deep understanding of businesses, leaders and people from varied industries, cultures and geographies.

During his career, Tony has helped high-risk industries adopt sustainable cultural change that has led to significant improvements in both commercial and QEHS measures.

As well as coaching and leading within major organisations, Tony has fostered links and worked directly with the British Foreign & Commonwealth Office, along with international governments and universities in over 15 countries, including USA, China, Indonesia, and UAE.

During his career, Tony has worked with major houses of education, including Duke Executive Education, presented at Christchurch College, Oxford and Ashridge Business Schools (with Rolls-Royce) to develop learning programmes and corporate working groups.

His latest blogs and testimonials can be found at www.tonyatherton.co.uk.

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