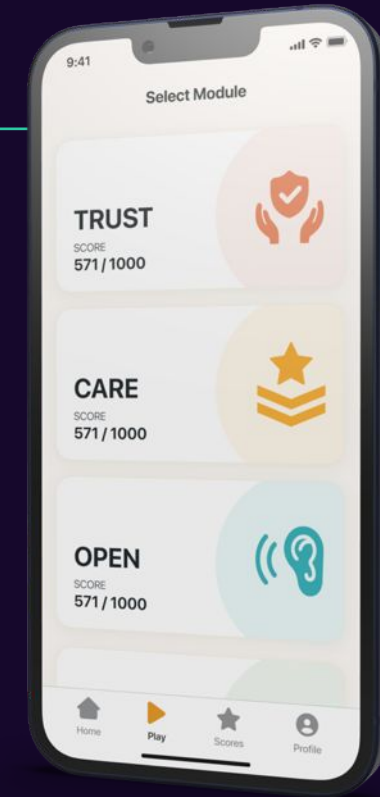




# Kick off

“DATE OF TIME “

- 1 **Roles and responsibilities**
- 2 **About SafeMind**
- 3 **Timeline for Safety Culture Survey**
- 4 **Way forward**



# The Sayfr Team



## Product team

Andrea ([andrea@sayfr.com](mailto:andrea@sayfr.com))

Role: Product owner SafeMind

Responsibility: Product training and information session



Astrid ([astrid@sayfr.com](mailto:astrid@sayfr.com))

Role: Chief Product Officer

Responsibility: Overall responsibility of product and user list



## Tech Team

Tan ([tan@sayfr.com](mailto:tan@sayfr.com))

Role: Backend developer

Responsibility: Technical set up



# The Sayfr Team



Caroline ([caroline@sayfr.com](mailto:caroline@sayfr.com))

Role: Director of Customer Success

Responsibility: Overall responsibility of customer success department



Andrea ([andrea@sayfr.com](mailto:andrea@sayfr.com))

Role: Senior Customer Success Manager

Responsibility: Owner of Safe Mind Customer Journey



Aian ([aina@sayfr.com](mailto:aina@sayfr.com))

Role: Data Engineer

Responsibility: Userlist implementation



# Customer Success

We help our customers reach their desired outcomes when using our products or services.

We offer a relationship-focused customer success strategy that includes involvement in the on-boarding- implementation – and utilisation phase.

Customer success is working proactively with you over time to **ensure maximum growth** during your culture journey.

We drive the customer experience forward and strive for a successful path into the future.



# The Customer Team

Positions that need to be filled by Customer



Project manager



Communications  
responsible



Admin users  
(3-5 pers)



Team leads



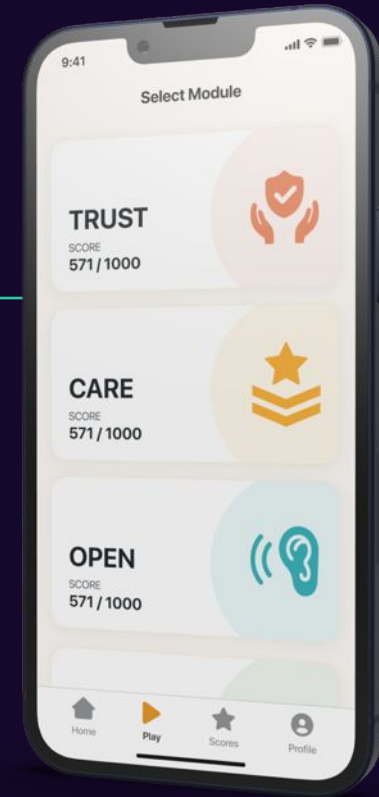
Technical  
person

1 The Sayfr team

2 About SafeMind

3 Timeline for Safety Culture Survey

4 Way forward





---

**Benchmark your company** to SAYFRs database

Benchmark within **specific industry** and **segment(s)** to ensure apples-to-apples comparison

Benchmark data consists of **300 000 employees** in maritime industry <sup>1</sup>



---

Results are **statistically validated** and reliable for indicating safety culture through the **8 SAYFR Leadership Behaviours**

Results can also indicate statistical likelihood of **future serious incidents**



---

You decide on **preferred frequency of pulses**

**Full benchmark survey** can be done at start, during and/or end



---

A **pulse survey tool** allowing organisations to **measure safety culture** and **track changes**

For the **whole company** and across **different teams/groups**



---

Survey captures **free text suggestions** from your employees, allowing you to dig deeper into the results



# An admin manages surveys and benchmarks



## Admin Role

1

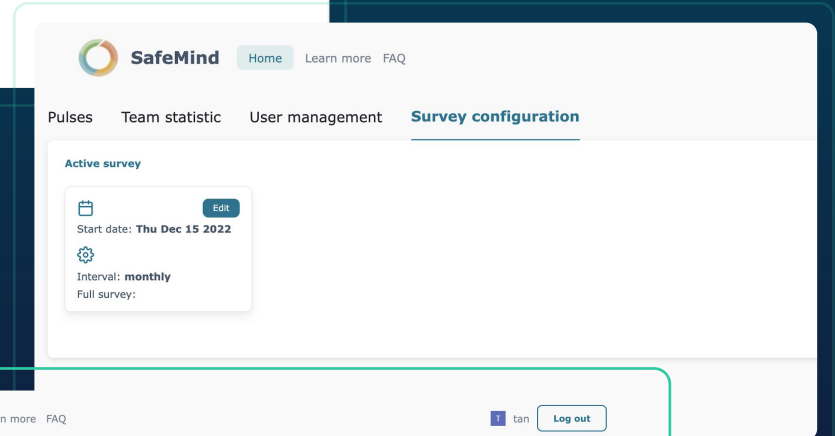
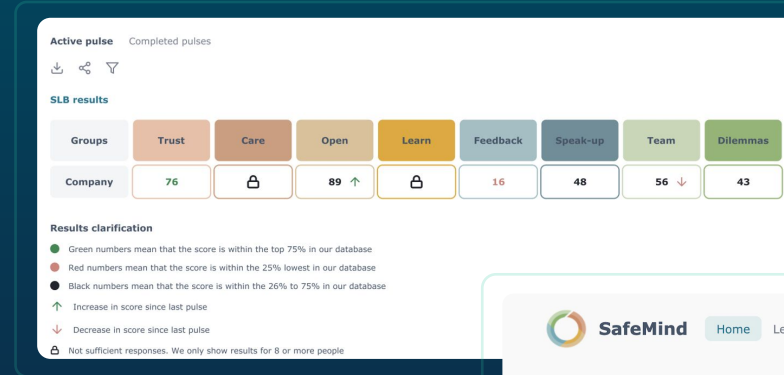
Self-service User  
Management and Team  
Configuration

2

See overall LB results and  
all team results

3

See maturity level for the  
organisation



SafeMind Home Learn more FAQ

Pulses Team statistic **User management** Survey configuration

Teams Configuration

Search user

Generate teams Upload new users

Employee name	Email	Department	Leader hierarchy	Position	Action
StanTest2 StanTest2	tests@test.com	department		position	✎ 🗑
StanTest4 StanTest4	tests4@test.com	department		position	✎ 🗑
StanTest7 StanTest7	tests7@test.com	department		position	✎ 🗑
StanTest5 StanTest5	tests5@test.com	department		position	✎ 🗑
StanTest8 StanTest8	tests8@test.com	department2		position	✎ 🗑
StanTest3 StanTest3	tests3@test.com	department		position	✎ 🗑
StanTest6 StanTest6	tests6@test.com	department		position	✎ 🗑
react reactLastname	react@test-sayfr.com	department		Capitan	✎ 🗑

# Across the organisations – team leaders can see results



## Team Lead Role

1

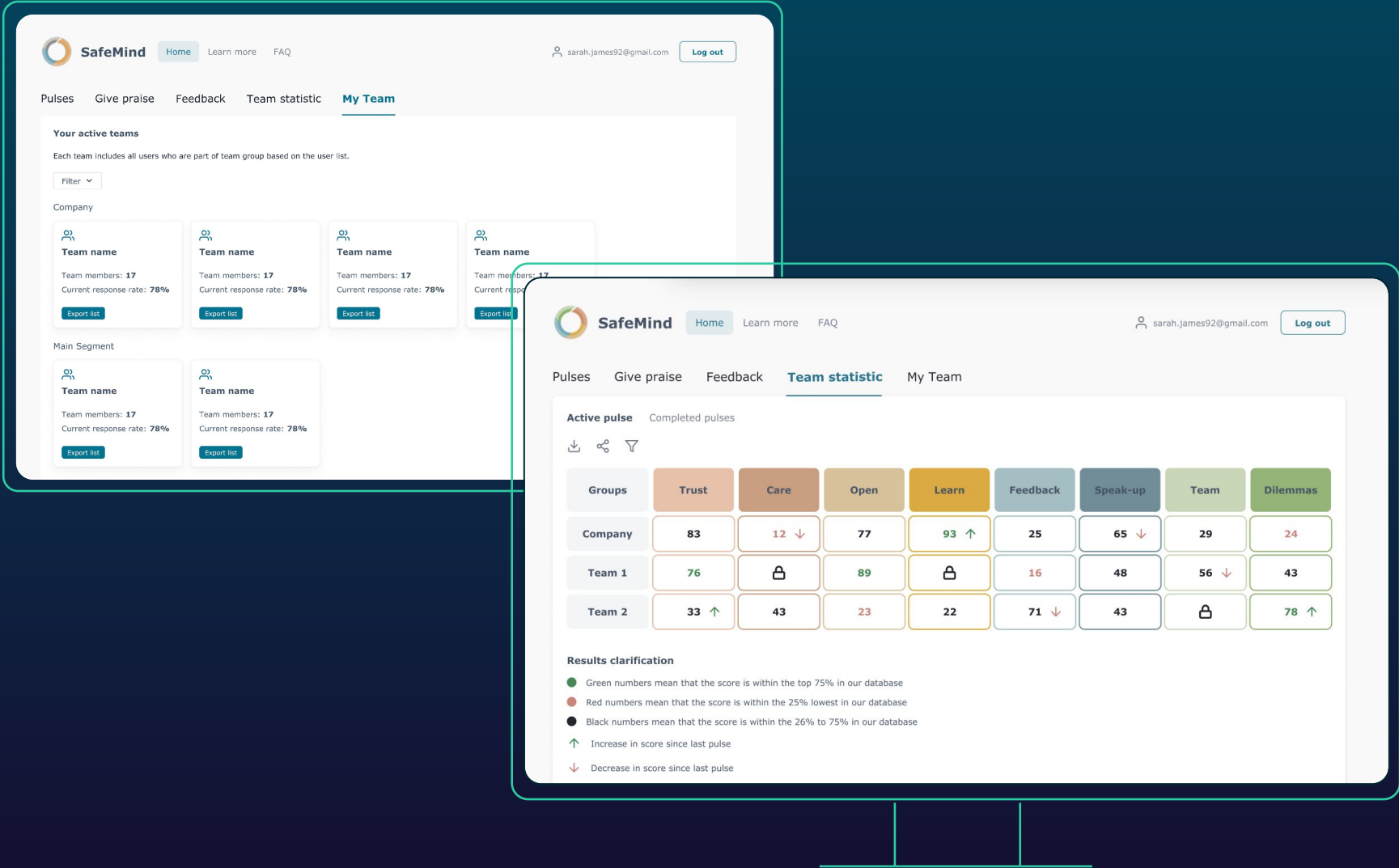
See overview of teams

2

See overall LB results  
and all team results

3

See SLB results  
per teams



# All employees contribute with feedback on pulse surveys



## Individual Team Member

1

Access survey via link

2

Answer survey items

The image displays two overlapping screenshots of the SafeMind pulse survey interface. The top screenshot shows the welcome page with the SafeMind logo, a "Welcome to Safemind pulse!" heading, and instructions about the survey scale and language selection. It includes a dropdown menu set to "English" and a "Let's go!" button. The bottom screenshot shows a survey question: "Critical activities are often carried out without proper instructions." with five radio button options: "Strongly disagree", "Disagree", "Neither agree or disagree", "Agree", and "Strongly agree", plus a "Not relevant" option. It also features a progress indicator "1/5", a privacy notice, and "Next" and "Save & Exit" buttons. An illustration of two people holding a large screen is positioned between the two screenshots.

**Welcome to Safemind pulse!**

On the following pages you will be asked to which extent you agree with certain statements.

The scale varies from "Strongly disagree" to "Strongly agree". Please use the full scale as you work through the various statements. If you are not sure, or don't know, you should select "Neither agree nor disagree" as your answer.

The survey is available in different languages. Please select your preferred language

English

Let's go!

**SafeMind**

1/5 ⓘ Please note that your answer is anonymous. You can follow the link to check our Privacy Policy

**Critical activities are often carried out without proper instructions.**

☐ Strongly disagree

☐ Disagree

☐ Neither agree or disagree

☐ Agree

☐ Strongly agree

☐ Not relevant

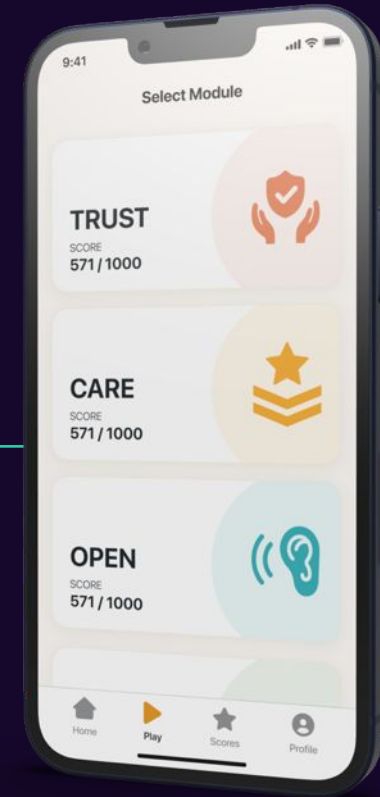
Next Save & Exit

1 The Sayfr team

2 About SafeMind

3 Timeline for Safety Culture Survey

4 Way forward



# Suggested Timeline for Safety Culture Survey



W1

W2

W3

W4

W5

W6

W7

W8

W9

W10

W11

W12

W13

Technical setup



Training and  
information session



Communication



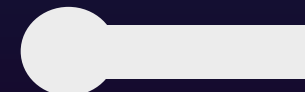
Survey period



Results



Way forward



# Communication Timeline for Safety Culture Survey



## KickOff meeting

Generic PowerPoint deck  
Roles, proposed timeline,  
action points  
(Format: on line)



## Admn and Teamlead Training

Admin training PowerPoint  
deck  
(Format: on line)



## Survey Welcome letter

Sent out buy SAYFR



## Survey Reminder

Sent out buy SAYFR



## Survey Results

**Standard PPT** report by  
SAYFR  
Recommendations, way  
forward



## Survey Information

Client sends out  
information to all  
respondents



## Survey Information

Closer to survey  
launch date. Client  
sends out information  
to all respondents



## Survey Reminder

Sent out by Client too



## Feedback letter

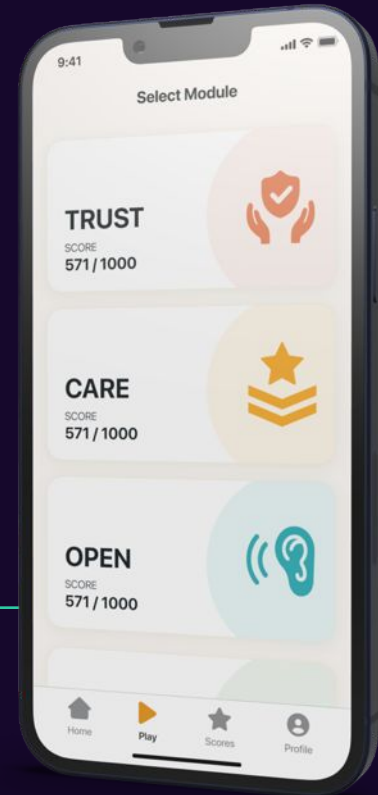
to all employees, sent  
out by Client



## Analyze

**Advanced View**  
Before  
communication  
the results

- 1 The Sayfr team
- 2 About SafeMind
- 3 Timeline for Safety Culture Survey
- 4 Way forward



# Way forward

- To be decided

