

TIM BARRY, BECA M2PP ALLIANCE

MacKays to Peka Peka (M2PP) is part of the Wellington Northern Corridor which runs from Wellington Airport to Levin.

One of seven 'roads of national significance' that the Government has identified as essential state highways which require upgrading to reduce congestion, improve safety and support economic growth in New Zealand.



BETTER CONNECTIONS

COMMUNICATION & ENGAGEMENT



- Two sides of the same coin



PRESENTATION OVERVIEW

Communication

- Communication as Push and Pull
- Add in not add on
- M2PP Case Study: Communication
- How does your company communicate?

Engagement

- The importance of the Ground Truth
- Is your communication working?
- M2PP Case Study: Engagement
- Understanding and using engagement metrics



COMMUNICATION: PUSH AND PULL

- Think TWO WAY all the time.
- What's our Pull?
- Balance between the two.



COMMUNICATION: ADD IN – NOT ADD ON

- Think of “Hold Points”
- Consistent and even approach
- Move away from the “health & safety communication response cycle”



M2PP CASE STUDY: PEER : PEER COMMUNICATION

- The Cut Out People



- Animations

GOLDEN RULE - LIFTING



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SCAN THE CODE

GOLDEN RULE - PPE



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SCAN THE CODE

M2PP CASE STUDY: PEER : PEER COMMUNICATION



BETTER CONNECTIONS

USING WHAT WE HAVE

- What works well?
- Best fit for Health and Safety communications?
- What can you do with your workers?



BETTER CONNECTIONS

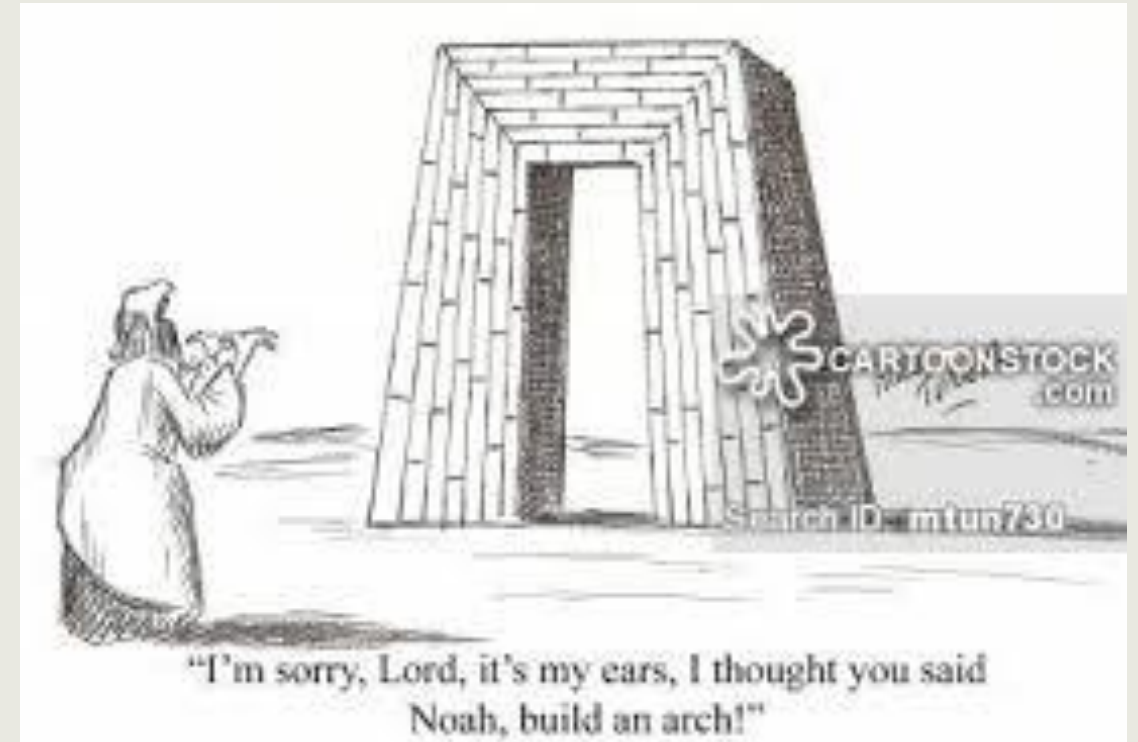
ENGAGEMENT

- What's the Ground Truth?
- What are people hearing and saying?
- What does communication really mean?
- Do we capture the ground truth and act on it?



ENGAGEMENT

- “Is our communication working?”
- Is our communication balance right to get the engagement we need?



M2PP CASE STUDY: ENGAGEMENT

- Create a set of principles.
- Define through set of descriptors.
- Validate understanding of descriptors.
- Use descriptors as communication tools.
- Score workers perception of performance against descriptors.
- Pulling and acting on information.

OUR SAFETY FORMULA

OUR DRIVERS



OUR LIMITERS

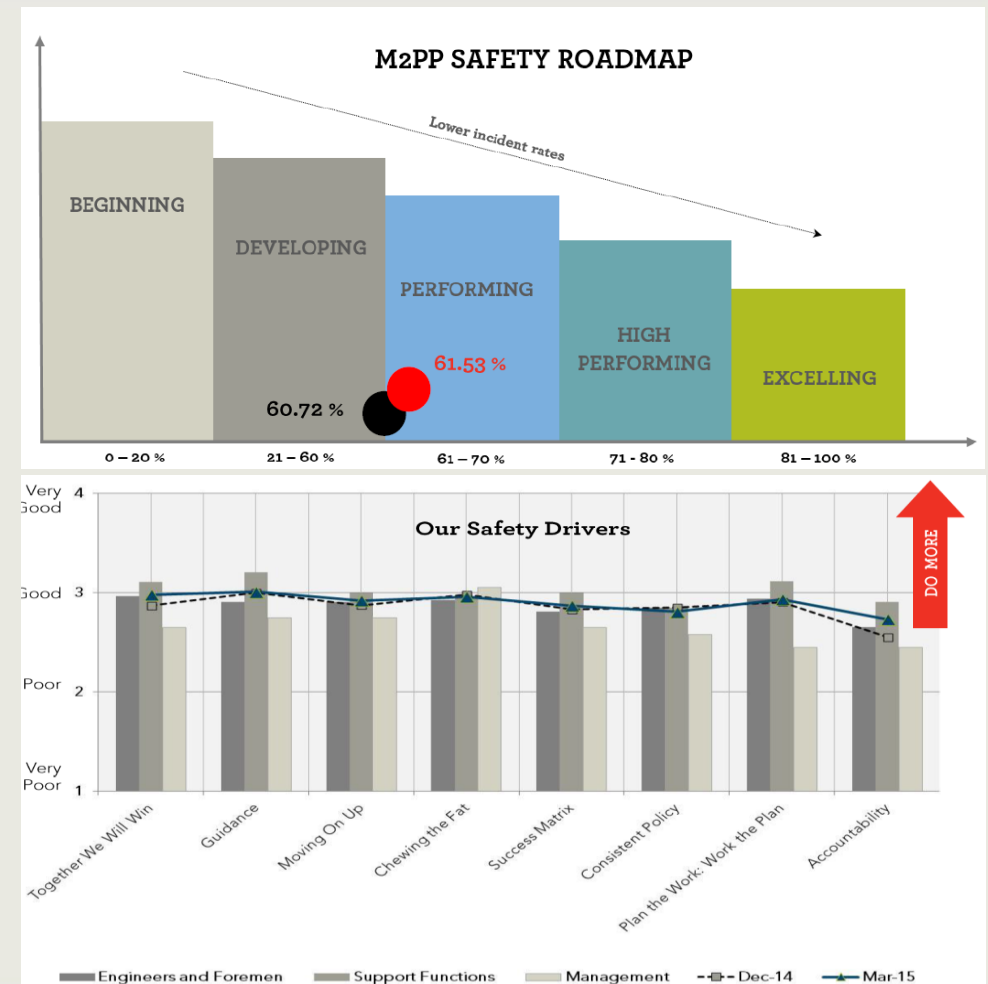


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MEASURING ENGAGEMENT, USING DATA

- Valuable metric to use and act on.
- Feedback loop to workers, communication aspect to drive behaviours we know we need.
- Part of your organisational insight to Health and Safety.



SUMMARY AND THANKS

- Get your workers involved in some you health and safety communication tools.
- Assess, honestly, how much of you communication is pushing and how much is pulling?
- Add in – not add on.
- Measure effectiveness, act on feedback.
- Know the ground truth!

Thanks to: M2PP Alliance Construction Team, Success Formula, Simmonds Brothers Animations.