

ConverSafe

SELFTY:

A paradigm shift in operational performance

“Know thyself” – Delphic maxim

The conscious "I" is the narrator of our lived experience, it is what we know about ourselves and actively control, our outwardly displayed personality.

While the unconscious "*Self*" is the silent influencer, shaping much of our behaviour from behind the scenes, it is what we are at a more fundamental, often unacknowledged level of self-control and soundness of mind.

When you make an error, do you say:

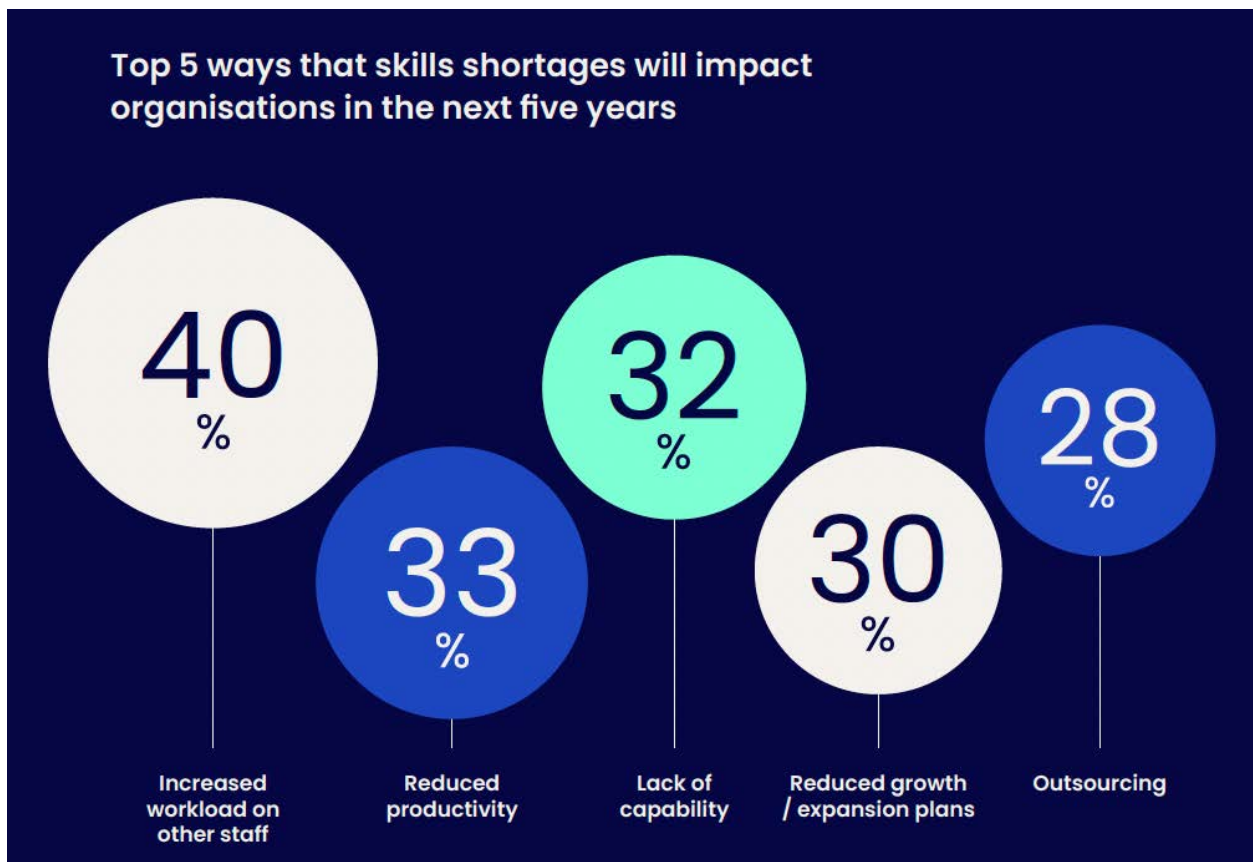
“I” made a mistake.

Or do you blame “YourSelf”?

The Challenge:

Retaining skilled and experienced professionals

The Business Barometer report (British Chamber of Commerce and Open University)¹ identified that over half (54%) of employers surveyed for the report agree that there is currently a skills shortage within their organisation. The problem is felt across businesses of all sizes, in every industry, across all four nations of the UK.



IF YOU HAVE SKILLED AND EXPERIENCED PEOPLE IN YOUR ORGANIZATION, CAN YOU AFFORD TO LOSE THEM TEMPORARILY OR PERMANENTLY DUE TO ACCIDENTS?

¹ The Open University Business Barometer 2025

Impacts on safety from skills shortages

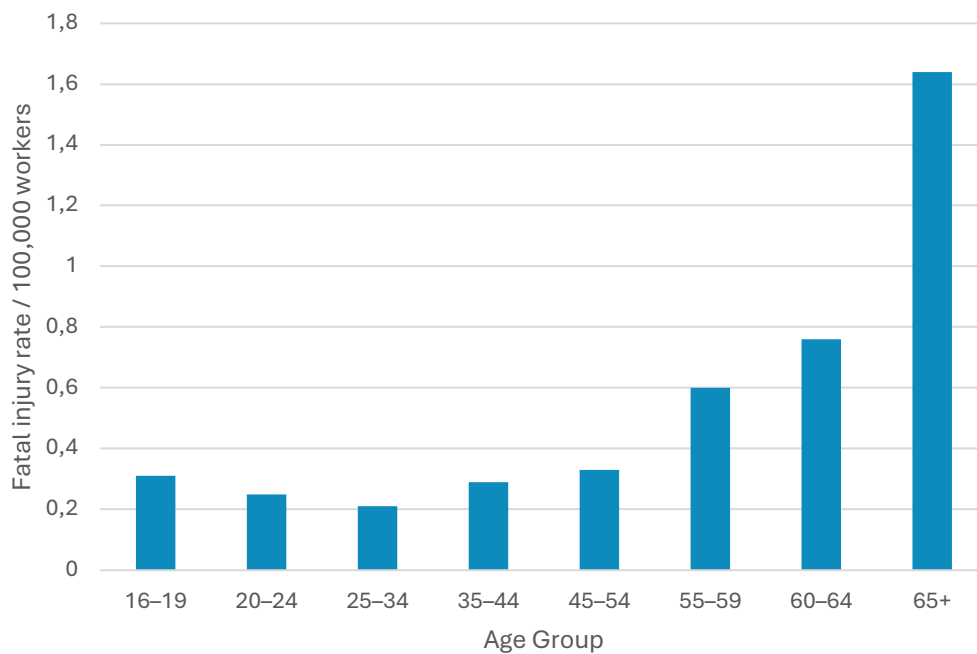
Where gaps exist, the incumbent employees are faced with stretch to meet operational targets which results in **rushing, fatigue and frustration**: factors that are significant contributors to human error, increasing risk of accident and loss of operational performance.



Generational risk factors

There are two synergistic situations at play:

Older workers (over 60) account for 40% of UK occupational fatalities (HSE, 2025)² “This clearly shows how the rate of fatal injury increases with age, with workers aged 60-64 having a rate around twice the all ages rate and workers aged 65 and over a rate that is 4 times as high as the average for all ages (0.4)”



² Health and Safety Executive, *Work related fatal injuries in Great Britain, 2025*, <https://www.hse.gov.uk/statistics/assets/docs/fatalinjuries.pdf> accessed 2nd October 2025

Employer and employee duty of care

In the legal context³, the employer's responsibilities are clear and drive the management of occupational safety in the workplace. However, when it comes to employee's responsibilities...

'to take reasonable care for the health and safety of himself and of other persons who may be affected by his acts or omissions at work'

... the employer tends to use this as an excuse for blaming the employee when things go wrong under the category of human error. What the employer should be considering is that they have the duty to provide the...

'necessary information, instruction, training and supervision as is necessary to ensure, so far as is reasonably practicable, the health and safety at work of his employees'

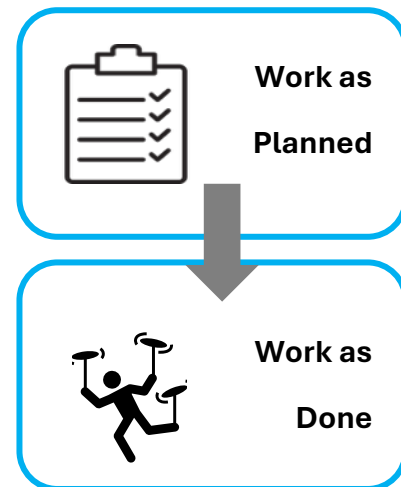
³ UK Government, Health and Safety at Work etc. Act 1974 (Sections 2 & 7), <https://www.legislation.gov.uk/ukpga/1974/37/contents>, accessed 2nd October 2025



The *employer* and *employee* requirements are coupled and **the employer shall provide the necessary training for the employee to adequately protect themselves and others.** This is usually limited to that determined by statutory obligation, industry standard or risk assessment.

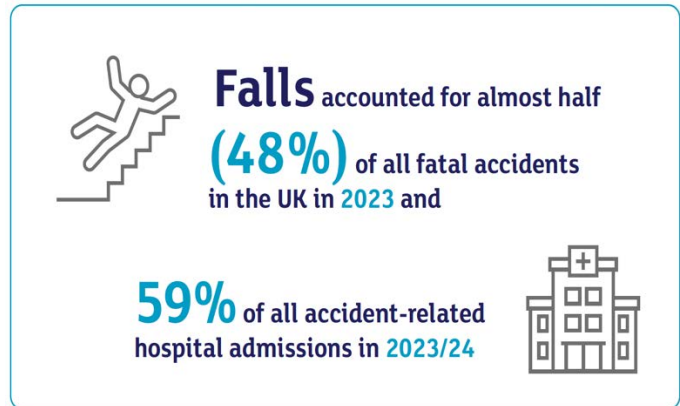
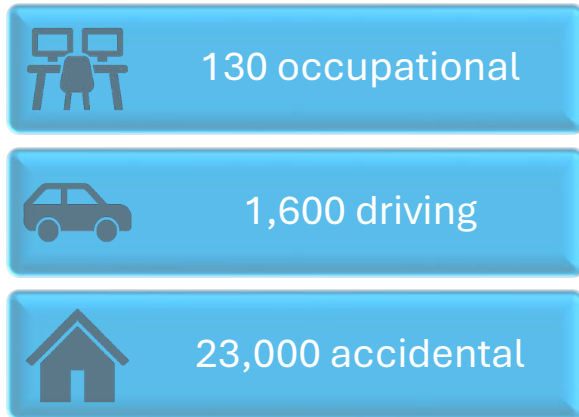
The framing of safety training within the boundaries of compliance and foreseeable risks assumes that work is done as planned and all variables are taken into account. This is rarely true and the realities of the situation compromise the safety of the individual.

When the risk assessments and methods statements are known to be inadequate for the complexity of the situation, the employer's trump card is played:

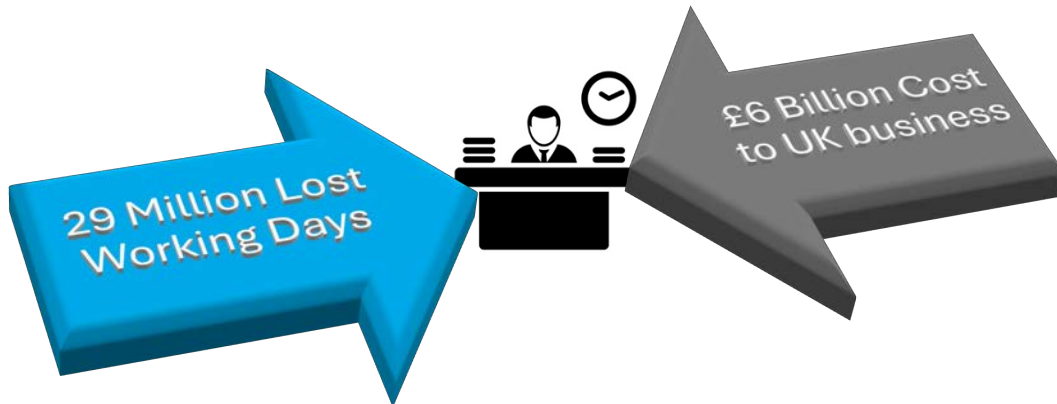


An admission that the employer cannot control all the risks and whatever happens is the result of the employee's decisions and actions. **This is acceptable so long as the employees have received the necessary information, instruction, training and supervision to be competent in their particular situation.**

Average UK annual fatalities



Most fatal accidents happen outside of work^{4,5,6} additionally there were 900,000 hospital admissions due to accidents in the UK in 2025, but the loss of operational performance impacts the employers.



That approximately equates to

1 lost working day and £200 / employee / year.

⁴ Health and Safety Executive, *Work related fatal injuries in Great Britain, 2025*, <https://www.hse.gov.uk/statistics/assets/docs/fatalinjuries.pdf> accessed 2nd October 2025

⁵ Department for Transport, *Reported road casualties in Great Britain, provisional estimates: 2025*, <https://www.gov.uk/government/statistics/reported-road-casualties-in-great-britain-provisional-estimates-year-ending-june-2025/reported-road-casualties-in-great-britain-provisional-estimates-year-ending-june-2025> accessed 10th May 2026

⁶ Royal Society for the Prevention of Accidents, *Annual Review of Accidents: 2026*, <https://www.rospa.com/safety-campaigns/annual-review-of-accidents> accessed 10th May 2026

Beyond the Workplace

Safety has such a strong identity as an *occupational* activity that it gets mentally left behind at the workplace, but it is present in the external environment through legislation, codes and standards to provide safe places, buildings and equipment.



However, there is a tacit expectation that people will act responsibly during the activities they perform without the need for bureaucratic oversight.

Distractions originate from a diverse range of sources...



... with the additional influence of drugs and alcohol.

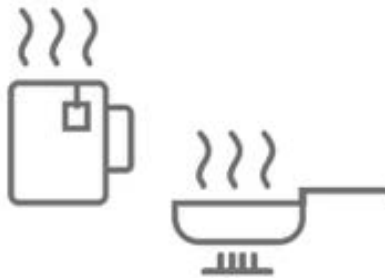
At home

40% of all non-transport accidents took place in the home



But some accidents were especially likely to happen at home:

65% of exposure to heat and hot substances



57% of exposure to smoke, fire and flames



51% of falls

43% of poisonings happened in the home



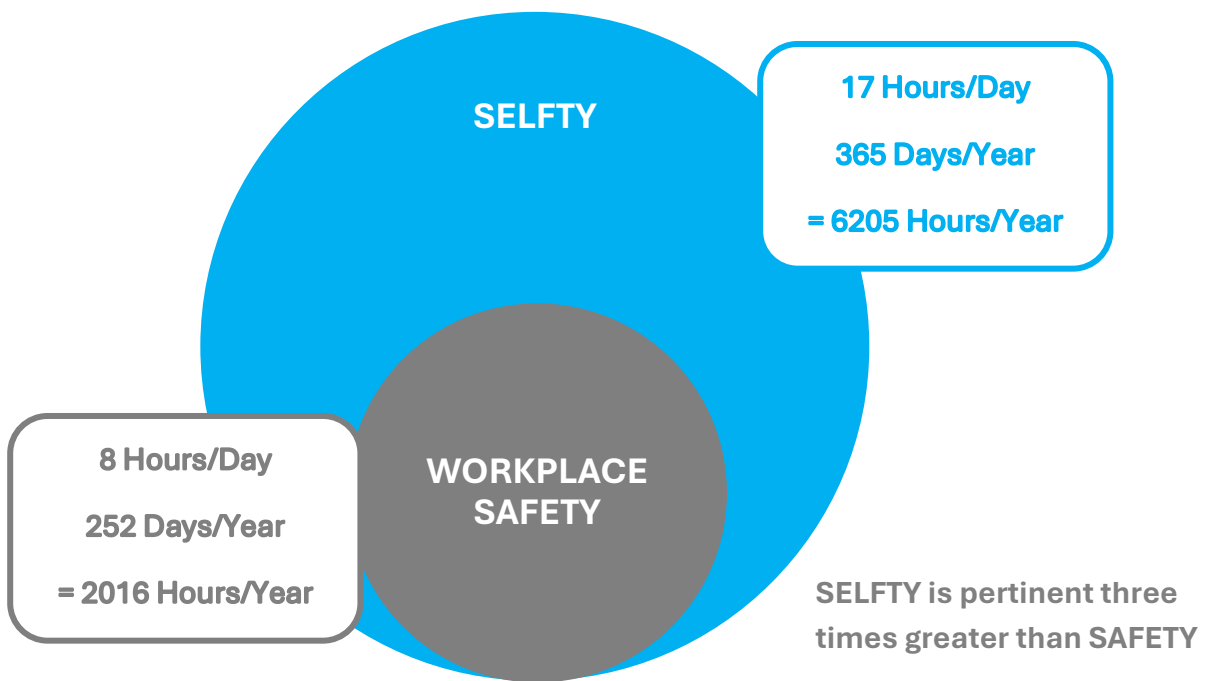
On the road

54% of all deaths and serious injuries were among pedestrians, cyclists and motorcycle riders



We live in a world defined by Volatility, Uncertainty, Complexity, and Ambiguity (VUCA)

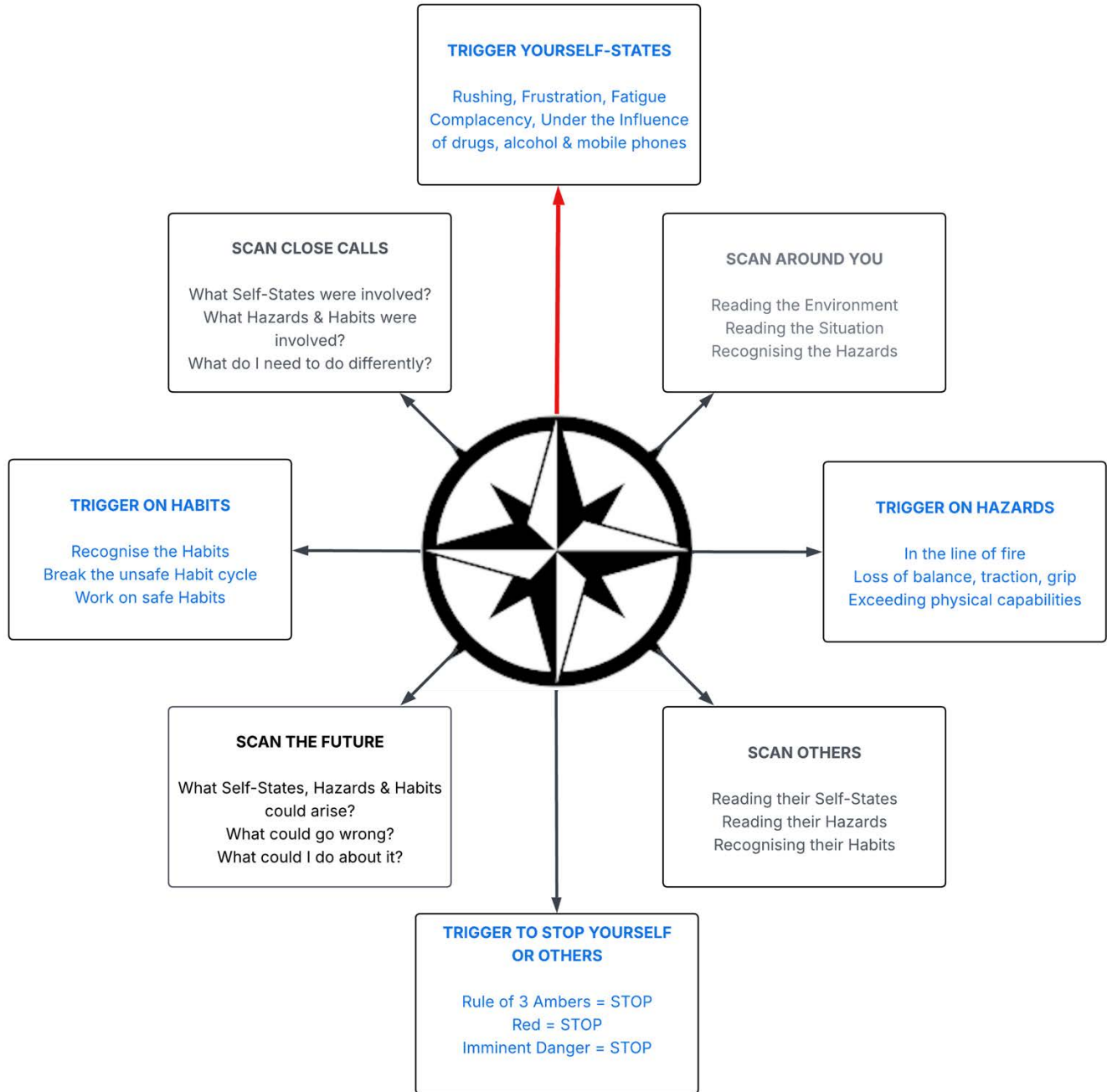
A world where change is constant and often unpredictable. In such an environment, the ability of individuals to take responsibility for their own safety and well-being, as well as that of those around them, has never been more critical. This concept, named as **SELFTY**, extends beyond traditional notions of safety. It represents a proactive, self-led commitment to physical, emotional, and psychological protection in dynamic and interconnected systems.



SELFTY emphasizes **personal accountability** and **collective awareness**. It empowers individuals to anticipate risks, make informed decisions, and act responsibly even amid uncertainty. In organizations, communities, and everyday life, fostering a culture of **SELFTY** builds resilience, trust, and adaptability; qualities essential for navigating through the disruption and complexity we face each day.

The Selfty Compass

Eight competencies. One navigating framework.



Knowing when and how to use each competency and in which combination is the route to becoming a

Master of Selfty

The gaps of conventional safety training

1. **Most accidents don't happen at work.** Fatal incidents on the road and at home significantly outnumber occupational fatalities. A typical worker spends over 6,000 hours a year outside the workplace and only 2,000 inside it. Conventional safety training leaves that gap entirely unprotected.
2. **An injured worker stays at home.** Non-occupational injuries, road accidents, falls at home, leisure incidents are a leading cause of unplanned absence. People remaining uninjured is just as operationally important as leaving work without incident.
3. **Rules and procedures don't reach where accidents happen.** Compliance-based training works on the conscious mind. But most accidents are caused by unconscious behaviour, habits, automatic responses, and self-states operating below the level of deliberate thought. Procedures can't govern what the conscious mind isn't running.
4. **Skills shortages are compressing the margin.** Rushing, fatigue, and frustration are the direct consequences of stretch targets and demographic pressure. These are among the leading contributors to human error. These are self-states, not compliance failures.

The Selfty Dividend

1. **The cost of absence is larger than it appears.** Accidents outside work account for the majority of unplanned absence. A worker injured at home on Sunday is unavailable on Monday. Their team absorbs the load increasing the rushing, fatigue, and frustration that cause the next incident. Selfty breaks that cycle by extending protective behaviour to where most injuries actually happen.
2. **Behaviour change that doesn't need managing.** No dedicated management system. No additional reporting. No compliance overhead. Selfty builds competencies that become habits and habits operate without supervision. Once embedded, they also unleash a competitive advantage.
3. **A measurable baseline.** Approximately 1 lost working day and £200 per employee per year in accident-related costs (UK average). The programme is designed to move that number and to track it, through a metrics framework tied to availability, incident rates, and self-reported behavioural change.

The ConverSafe Selfty Training Program

How it works and why it works differently

This training has no workbooks and no formal presentations. The content is generated by your people's participation, contributions, and engagement. Good stories surprise us. They make us think and feel. They stick in our minds and change behaviour in a way that a PowerPoint never can.

This is deliberate. Storytelling is not a stylistic choice. It is the mechanism. Emotional engagement encodes learning at a deeper level than cognitive instruction. Selfty uses personal narrative to surface unconscious habits, create genuine self-awareness, and trigger lasting behavioural change. Participants leave having changed their own minds, not having been told what to think.

BASELINE INTERVENTIONS

Core Competencies Module (2 days)

Max 15 participants/module repeated as necessary to reach the desired number of participants.

Day 1 — Introduction: Personal reflection on individual responsibility.

Participants examine their own accident history, self-states, and unconscious habits through structured storytelling. Established viewpoints are respectfully challenged.

Day 2 — Selfty Compass: The tools for situational awareness and habit formation.

Coaching the participants in how to learn to read their environment, recognise their own self-states, and develop the conscious-to-subconscious transition that makes safe behaviour automatic.

Organisational Engagement Workshop (1 day)

Key stakeholders, managers and champions review the outputs from the Core Competencies modules to identifying and the intervention points that embed and sustain Selfty competencies across the organisation.

OPTIONAL INTERVENTIONS

Train the Trainer

Equipping internal champions to deliver and maintain the programme independently.

Post-Training Engagement

Periodic reinforcement, evaluation, and feedback to sustain behavioural change over time.

DELIVERED BY PRACTITIONERS, NOT PRESENTERS

A Partnership of specialists across safety, neuroscience, behavioural coaching, and training management with careers spanning the military, offshore energy, oil and gas, pharmaceuticals, and construction.

Because the programme is delivered through conversation and storytelling, the quality of the practitioner is the product. Our associates bring the credibility to stand in front of experienced professionals and be believed.

Multilingual delivery: English, French, German, Spanish, Italian, Danish.

A FEE STRUCTURE BUILT AROUND COMMITMENT, NOT BUREAUCRACY

Fees are calculated on practitioner-days committed to delivery, not on a per-participant licence or seat count.

A detailed quotation is provided following a scoping conversation, which considers number of cohorts, language requirements, and whether Train the Trainer is included to enable independent delivery after the initial engagement.

COLLABORATIVE DEVELOPMENT

Selfty is a new programme, built on an established evidence base in narrative-led learning and recent developments in neuroscience, but not yet evaluated at programme level. We are not asking you to take effectiveness on trust; we are proposing to build the first evidence base with you. What is not new is the practitioners' track record of standing in front of safety-critical industries and being believed. Early adopters are not being asked to accept a finished product; they are being invited to shape one, working directly with the practitioners who design it, and to have influence over how it is measured and refined.

SELFTY is not replacing the contemporary **SAFETY** approach, but it is complementary and providing a supporting social culture that increases performance in all our activities, at home, on the road and during work.

As the boundaries between personal and professional spaces continue to blur, **SELFTY** becomes not only a safeguard but a strategic capability for surviving and thriving in the VUCA era.

It's not a campaign.

It's a compass for life.





ConverSafe

Contact Us

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