Strengthening Safety Culture: The Affective Approach

written by Lauri Moon | February 7, 2020

We know that rules and regulations along with policies and procedures are essential for running an efficient, productive, and safe organization. But, when was the last time a rule policy reminded someone that their child was waiting for them to get home? Or, when has a procedure brought to mind images of what it would be like to deliver devastating news to the spouse of someone injured on the job?

Research shows that policies alone are not enough to change behavior and transform a safety culture.

The affective approach uses feelings and emotion to engage people and remind your workforce WHY it is important to follow policies, procedures, rules and regulations. In this dynamic interview, Craig Sexton, Global Creative Director for DuPont Sustainable Solutions (DSS), will explain how you can use affective communication to help enhance safety communications, engage employees, and lead to safer behaviors. You'll learn about the key elements that leaders can utilize to authentically inspire and influence employees to take fewer risks and own their safety.

By better understanding human motivational factors and their impact on leadership and the decision-making process, you'll discover how you can reach employees' hearts and minds to change behavior and enrich safety culture.

Speaker



Craig Sexton, Global Creative Director, DuPont Sustainable Solutions

Craig Sexton is the Global Creative Director at DuPont Sustainable Solutions (DSS).

He is an award-winning producer, director, and writer with a diverse 30-year background in film, television and the entertainment industry. Craig started his career as one the founding partners of VPS Studios, there he produced and directed for such acts as Linda Ronstadt, Van Halen and the Michael Jackson Victory Tour. His career highlights at major studios include Lucasfilm, where he ran the Los Angeles division called The Droidworks during the Star War Trilogies. And again at New World Entertainment as Senior Vice President, where he was responsible for the released 25 motion pictures and 5 television series…that included "The Wonder Years", "Crime Story" and "Tour of Duty."

Additionally, Craig was a founding partner at Planet 3 Entertainment as Creative Director. Developing and directing NBC's "Must See TV" campaign, Fox Sport's Network Launch campaign, Fox's award winning PSA campaign "Violence Get Over It", and CBS's award winning fall campaign "Big February Nights". He's directed several TV docu-dramas for the Discovery Channel such as "The New Detectives" and "The FBI Files" as well as, the hit series "Big Shots" for The Speed Channel.

Craig's won numerous Telly and Addy Awards, as well as a lucky 13 International Promax Awards, including the International Gold Award for 'Best Image Campaign'. He has been acknowledged with three gold CINE awards for his work as a Creative Director with DuPont in the industrial – corporate categories.

Craig is a creative powerhouse, who is charged with bringing his talent to bear on redefining the look and feel of training in the learning and development space at DSS. His recent work has created breakthroughs in Instructor-Led Training with his method of affective learning images and communication by design.



Eric Worden, National Radio Talent and Recording Artist

Eric Worden is a 45 year radio veteran as well as a national commercial voice talent for over 25 years. You may have heard his voice on TV commercials for Weather Tech, Stihl, Pillsbury, McDonalds, Cadillac, Shock Top, Arby's and several national

political announcements.

Eric is an artist in his own right, creating GuitART from second-hand guitars he finds at local thrifts. He is also an award-winning songwriter of children's songs designed to elevate SOL scores through music, art, and the internet.

Sponsored by



Register

By clicking above, I acknowledge and agree to Informa's Terms of Service and to Informa's use of my contact information to communicate with me about offerings by Informa, its brands, affiliates and/or third-party partners, consistent with Informa's Privacy Policy. In addition, I understand that my personal information will be shared with any sponsor(s) of the resource, so they can contact me directly about their products or services. Please refer to the privacy policies of such sponsor(s) for more details on how your information will be used by them.