t-three / KIDDY & PARTNERS

Shift Your HS&W Culture:
Insight & engagement that change behaviour

Transform how your organisation thinks, feels and acts around health, safety and wellbeing (HS&W) - one story and one behaviour at a time.

A strong HS&W culture isn't built through processes and procedures, those help you plan & manage how people work safely and are the standards you aspire to, but the standards you actually achieve are shaped by people's everyday choices: **noticing risk, speaking up, looking out for each other, and making decisions under pressure.**

Our 'P-three' culture change programme will help you identify the existing enablers and derailers that have got you to where you are today and use what you learn to shape a plan to help you meet your aspirations for cultural maturity and sustain it in the long run.

Provoke

Our Safety, Health & Wellbeing Culture Audit, explores behavioural risks, organisational habits, and senior leader role-modelling (including psychometric insights). This reveals what's actually driving incidents, stress and near-misses.

Plant

We identify the micro-behaviours that matter most and bring them to life through, messaging that sticks in the mind, highly engaging interventions, story led film, short scenarios that mirror real life and drumbeat comms that spark emotional connection and clear understanding.

Practice

We help people embed safer habits through workshops, leader conversations and ongoing nudges — turning new insight into everyday action.

Safe, Healthy & Happy

Stage One: PROVOKE

This work ensures you know where you are now, where you're going, and what actions will get you there. This enables a healthier, safer and happier organisation for the long-term.

- Identify and engage key stakeholders, including a full leadership impact assessment to understand their role in shaping the culture.
- Assess your current culture through surveys, interviews & focus groups to provide a clear picture of your current cultural landscape.
- Discover the key behaviours that will drive change at each level of the organisation.
- This insight becomes the foundation for a practical, achievable roadmap to help you reach your desired level of cultural maturity.

Stage Two: PLANT

Building on what we have learnt, we support the development of a long-term change strategy and identify the behaviours at each level of the organisation that will drive the change you are looking for.

- Develop a unique identity and a messaging plan with a set of clear and concise calls to action that resonate and inspire change.
- Identify the stories (positive and otherwise) that will bring the culture to life and demonstrate what good looks like, what needs to change and why.
- Design a programme of coaching, engagement and communications to bring your HS&W vision to life and launch & embed it across the organisation.
- Use your own story bank to inspire and motivate people to change by engaging with them at an emotional, as well as a rational level.

Stage Three: PRACTICE

Identify what is required to create and support long-term capability, helping you build teams that can champion and sustain the programme.

- Everyone sees the same expectations, clearly and consistently modelled by leaders
- Identify & develop ambassadors to champion the programme and nudge change at the point of risk
- Recognise & promote excellence and identify the golden nuggets that can be repeated
- Create a toolkit of engagement & communications to ensure the message is consistent and fresh

How we help you launch and embed behaviours that transform your culture

- Programme identity & messaging that gets everyone on board
- Powerful leadership development programmes shaped by occupational psychologists & delivered by expert change consultants
- Launch & nudge tools for culture refresh campaigns supporting change or new strategy
- Workshops & training brought to life with values-in-action stories showing real conversations and decisions
- Stories & film that reflects reality with scenario dramas highlighting behaviours that drive or derail culture
- Induction & onboarding tools where team stories show 'how we work together around here'
- Manager conversation starter toolkits to support deeper dialogue
- eLearning modules integrating film for scalable, meaningful reach in

Why Work With Us

We blend behavioural psychology with powerful storytelling to create wellbeing change that sticks. Our approach has supported major organisations, including **TfL, Thames Water** and **Mitie**, on culture transformation programmes.

We're bold, collaborative and focused on real-world behaviour, not box-ticking.

Questions to Spark Your Thinking

- What everyday behaviours shape how people stay safe and support each other?
- Do your teams see wellbeing as part of safety — or something separate?
- Where is pressure influencing people's decisions?
- Are leaders role-modelling the behaviours you want to see?

Ready to Shift Your Safety Culture?

We'd love to explore how creative comms and film can transform your approach to health, safety and wellbeing.

Get in touch:

sayhello@t-three.co.uk www.t-three.co.uk