

Breaking through the noise: The Power of effective communication

ERA Safety Days, Tallinn, Estonia

Welcome:



What did we learn?

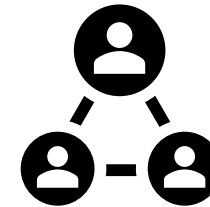
1

Active listening is the first step in effective communication



2

Understanding who your audience is, where they are and how they prefer to communicate is essential



3

Define the key message – what do we want our audience to feel, think or do?



The power of storytelling to cut through the noise:

Friendly and
informal



=



Human
centric stories

Appreciate
honesty and
openness

Storytelling at Irish Rail:



Patrick Casey posted an update.

4 hours ago • 🌐

If we ever needed an example of the 'one team' value in action, it was witnessed this weekend. In what was the busiest weekend for us this summer we operated many services to a lot of big events and carried a lot of people safely there and back.

A hugely successful weekend for the organization overall. A sincere thankyou to all those that came together to provide a first class customer experience across the company.

Inspirational Chloe follows her dreams.

Published 4 days ago by **IE Connect**

🌐 Global

Conor Mooney, Maintenance Manager Telecoms, Gerry Prendergast SET supervisor Telecoms, Limerick Junction and all the team at Limerick Junction are feeling very proud of Chloe Mcinerney, electrical apprentice intern.

Chloe is a member of the Irish Soccer Team that took part and reached the semi-finals of the ladies homeless soccer world cup which recently took place in Sacramento, California. The Irish team secured wins over talented nations such as the USA, France, Denmark, Finland, Sweden and Norway. This was no easy task, especially as temperatures reached over 35 degrees.

When asked what motivates her, Chloe responded by saying "Every morning you have two choices – To sleep with your dreams or wake up and chase them".



Railway Roots

Railway Roots - Family History in IE
Nick West - Pearse Station



Safety Awareness Video Series: Managing in-cab distractions

Safety Communication:

Safety Communication can often be difficult because;

A) Safety Communications tends to be negative – post incident, post investigation that highlights an issue

B) It tends to involve lessons and can come across as the organisation talking down to the audience, “You did wrong, we know better”

C) The communication landscape is littered with organisational messages – finding a way through is tough



Safety Communication:



Human centric stories are key



Don't forget to share positive safety stories, not simply the negative



Change the mode of communication depending on where your audience is

Workshop: Just Culture Scenarios

Instructions:

A. On each table there is a scenario that you have to work through as a group. Each one is based on a safety incident where Just Culture (fair treatment where the focus is on learning not blame) was applied and details the learnings and outcomes.

B. You are tasked with answering the following;

1. Who do you need to communicate with and why?
2. How are you going to reach them?
3. What are the key messages?
4. Are there any follow up actions?

* You need to focus on communication and not solving the problems in the scenario

Scenario 1: Bridge Collapse

What happened?

- A railway bridge over a shallow river collapsed in heavy rain and flooding, as a freight service passed overhead. A number of wagons fell into the river, but due to the professionalism and quick response of the driver there were no injuries.

Post incident learnings and actions:

- The driver's quick thinking ensured the loco got to the other side before the bridge collapsed and signal protection was implemented before other services approached.
- The Infrastructure team were immediately called in to investigate the cause.

Scenario 2: Station Medical Emergency

What happened?

- A customer passing through a station on their morning commute collapsed on a train platform. The station manager witnessed the emergency and began chest compressions, and used a defibrillator (AED), that had been newly installed in the station, before the ambulance arrived. The customer was taken to hospital and made a full recovery.

Post incident learnings and actions:

- The Station Manager was the only employee who was trained in using a defibrillator.
- The company accelerated its AED instalment programme in every station throughout its network.
- The Health and Safety Team announced a AED training programme for all station employees throughout the network.

Scenario 3: Passenger Train Overspeed

What happened?

A passenger train passed through a temporary speed restriction (TSR) 10km over the speed limit. The driver realised their mistake immediately and called the signaller to report the issue.

Post incident learnings and actions:

- The driver was very upset after the incident as they were an excellent driver and had no previous incidents. They were disappointed that they had made a mistake.
- The company was happy that the driver had self-reported the issue and wanted to look at ways to promote the benefits of self-reporting across the network.
- The company learned that the TSR board was positioned in an area with many other signs and signals.

Scenario 4: Signal Passed at Danger (SPAD)

What happened?

A passenger train carrying 200 people passed through a red signal without authority on its route. The driver had lost concentration as his mobile phone rang and he took it out of his bag to look at it.

Post incident learnings and actions:

- The driver had a very sick child in hospital and had his phone turned on in the cab even though it was against policy.
- The driver took full responsibility for his actions and stated that it was not normal practice for him to carry his phone while driving. He cooperated fully with the investigation.
- The Driver Manager had noticed that the driver was not himself when he arrived at work but didn't want to ask about his personal business.

Group Activity: Scenarios

You are tasked with answering the following;

1. Who do you need to communicate with and why?
2. How are you going to reach them?
3. What are the key messages?
4. Are there any follow up actions?

* You need to focus on communication and not solving the problems in the scenario

Group Activity: Time to share



Effective Safety Communication : Summary

Safety communication is difficult

Put the human in your story

Actively listen to your audience

Focus on the communication
channel

THANK YOU!