

BEHIND EVERY  
SUCCESSFUL *woman*  
IS A TRIBE OF OTHER  
*successful* WOMEN,  
WHO HAVE *her back*.



# SAFETY PROFESSIONALS DEVELOPMENT PROGRAM

**ARE YOU A FEMALE SAFETY  
PROFESSIONAL LOOKING TO  
INCREASE YOUR LEADERSHIP  
PRESENCE & INFLUENCE?**

Make 2022 the year that you re-invent yourself as a confident,  
in-demand and well respected Safety Professional

**CONNECT** with like-minded safety professionals  
**LEARN** from some of the best thought leaders in the Industry  
**GROW** professionally and personally

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*Transforming Individuals & Organisations Across the Globe*

# SAFETY PROFESSIONAL'S DEVELOPMENT PROGRAM

*FACILITATED BY DEANNE BOULES*

## INTRODUCTION

- Are you a female safety professional looking to increase your leadership presence & influence?
- Are you struggling to have your voice heard, I mean really heard?
- Do you ever question yourself or your ability even though you know what you are doing?
- Are you suffering from imposter syndrome & is that holding you back from applying for promotions or new roles?
- Do you feel like you are hitting your head up against a brick wall?
- Have you thought about walking away from safety because you don't feel like you are making an impact?

If you answered **YES** to any of these questions then this program is for you



## WHY DO YOU NEED THIS COURSE?

Let's be honest, working in safety can be tough. Regardless of the company or industry, you work in, when you work in safety you have multiple stakeholders from employees right through to the Senior Leadership Team & often external parties as well. Everyone has different expectations of you & different views on what a 'safety professional should do'.

Combine that with the myriad of conflicting priorities that everyone has, then you have the people who talk the talk about how important safety is but push back, or question everything you try to do & then make excuses for why it won't work or why they can't do it. Then there is the added challenge that when you work in a safety role you often have very little decision-making authority.....no wonder why we question why we do what we do sometimes. I'm exhausted just reading this.....

And no disrespect is intended to male safety professionals, I know it can be tough for you guys as well which is why I run programs for both men & women working in safety but being a female working in safety in particular in male-dominated industries can have extra challenges.

How do I know this? because I have been there, right where you are. I have experienced exactly what you are experiencing so when I say I understand what you are going through & I know how to fix it. I really mean that which is why I developed this program

## WHO AM I?

My name is Deanne, but most people call me Dee. I am a former NSW Police Officer, Workcover NSW (Now Safe Work NSW) Inspector & Senior WHS & HR Executive for several iconic Australian & Global Companies before starting Insync Workplace Solutions in 2012.

I have been incredibly fortunate in my career. I have worked with some amazing (and not so amazing) leaders & companies. I have had experiences & opportunities that my younger self would never have thought possible but am forever grateful for. It hasn't always been easy, but if you have a growth mindset, back yourself & have a good support network, you can achieve anything.

My passion now is helping Safety Professionals to unlock their full potential & achieve their goals & dreams.

I have formal qualifications & extensive experience in WHS, Human Resources, Organisational Psychology & Human Behaviour, Training & Assessment, Coaching, Leadership Development, Change Management, NLP & more. I am an accredited Neuroscience practitioner, Coach, Genos Emotional Intelligence Facilitator, LEGO Serious Play Facilitator & Emotional Culture Deck Certified Consultant.

I am also accredited to deliver DiSC, Strength Finders & PRISM Brain Mapping Assessments.



## WHY WORK WITH ME?

*I have been working in and around safety for nearly 20 years predominately in male-dominated industries & I am no shrinking violet. I joined the safety profession after nearly 12 years as a police officer & whilst for the most part I have 'loved' my career in safety, I have to be honest with you, there have been times when I had more of a love-hate relationship with it.*

*I have questioned why I do what I do & I have walked away because I got so frustrated with feeling like I was hitting my head against a brick wall. I have experienced conscious & unconscious bias, gender inequality (yes, I had a boss once who thought it was completely ok (& couldn't understand why it would bother me) for a male direct report whom we were recruiting who had less experience & less responsibility than me to be paid nearly 30K more than me.*

*I have been overlooked for roles & promotions when I was more qualified & experienced. I have also not applied for roles because I didn't meet the full selection criteria only to find out that the 'successful' applicant met less of the criteria than I did but they backed themselves something that as women we often don't do.*

*I have struggled to have my voice heard. I have been told that 'I am too emotional' when I express my views yet when a male counterpart has expressed his views in a similar way, he was 'dynamic & insightful'. I have been excluded from 'team' golf days & alike because 'girls don't play golf (when in fact I did at the time). I have been told by the Chairman of a board, that 'clearly I didn't marry well because I was still working' and 'instructed' to 'wear a skirt, stockings & heels to a board meeting, oh & that my suit had to be black!'*

*I have also experienced some pretty poor behaviours from female bosses as well & once had a female leadership coach tell me that I should grow my hair longer (I had shorter hair at the time) & wear skirts instead of pants so I looked 'softer' to my male colleagues. I thought she was supposed to be helping me develop my leadership & influencing skills & navigate the challenges I was facing being the only female in the team but instead, she felt the answer was to grow my hair longer & wear a skirt.....Seriously????*

*Don't get me wrong, I have worked with some amazing leaders as well who I am forever grateful for their guidance, leadership & support.*

*So, I have experienced pretty much everything you are experiencing & unfortunately, our formal safety qualifications don't teach us how to navigate those challenges & all too often when I speak to females working in safety it is these challenges that make them question what they are doing & sometimes result in them leaving a career that they are great at they just don't know how to deal with the challenges they were facing.*

*And that is where I come in.....because instead of accepting all of those things I was being told or experiencing, I challenged myself to learn more, do more & be more. I studied Psychology, Neuroscience, Mindfulness, Leadership, Change management, Coaching, Mediation, Conversational Intelligence, Emotional Intelligence, NLP, Business studies & pretty much everything in between. I started working with & coaching safety professionals & business leaders whilst keeping my hand in 'operational safety roles' doing interim safety gigs.*

*All of those experiences I have had throughout my career whether good or bad I see as learning opportunities that have all contributed to making me who I am today & now I get to share my knowledge, experience & learnings with you to help you unlock your full potential & become a confident, in-demand & well-respected safety professional and I will be by your side every step of the way.*



## THE MODERN DAY SAFETY PROFESSIONAL

*The role of a modern-day safety professional has changed significantly over the years & will continue to change as organisations become leaner to remain competitive & relevant & just as organisations change & adapt so must we if we want to remain relevant & competitive as well.*

*Over the years, we have seen the role of the safety professional shift from being a distinct 'stand-alone' position, often seen purely as a compliance role to more of a 'blended' business partnering position which means in addition to imparting our technical knowledge & expertise on those around us, we must also be a: Leader, Coach, Mentor, Trainer, Facilitator, Mediator, Influencer, the list goes on.....*

*With that comes a whole lot of skills that our technical training doesn't give us but they are critical to our success and that is what this program aims to provide you with.*

## WHAT WILL YOU LEARN

*I have developed this program with you in mind. I have taken my own experiences & I have interviewed many safety professionals & senior leaders & with that I have developed the program that I wish I had the opportunity of participating in when I started & navigated through my safety career.*

*The Insync Workplace Solutions Safety Professionals Development Program provides the platform for growth & empowers you to take control of your career. You will receive professional development training based on the latest research, not the latest fad aimed at building your confidence & capability, setting you up for success as a well respected, highly sought after & in-demand safety professional.*

*This program is not for the faint-hearted & I make no apologies for that. Whilst you will get all the support you need & will learn in a psychologically safe learning environment, you will be required to step outside your comfort zone, challenge your thinking, peel back the layers, be vulnerable, face your fears, implement your learnings & do the hard work and while you may at times feel uncomfortable, you will come out of this program with newfound confidence, courage, & leadership presence.*

Over 12 months, you will gain the knowledge, skills & confidence to become an **EPIC Safety Professional**. You will:

- Hone your leadership skills & gain your leadership voice
- Identify & Develop your strengths
- Identify your preferred & adapted work styles & learn how to apply simple yet effective strategies to keep your energy levels & performance at their peak
- Build your brand (yes even as safety professionals we need to build our brand)
- Build your resilience & emotional intelligence
- Identify your preferred communication style & understand how that impacts your ability to communicate effectively with others
- Learn how to modify your 'style' to effectively engage with & influence others
- Improve your communication skills
- Gain an understanding of NeuroLinguistic Programming (NLP)
- Learn how to build trust & achieve extraordinary results through the art of Conversational Intelligence (CIQ)
- Learn how to prepare powerhouse presentations that engage with your audience
- Learn how to present with confidence
- Develop your influencing skills enabling you to influence with impact & accomplish more by leveraging others (think the multiplier effect)
- Develop your conflict resolution skills
- Learn how to lead change effectively even when you don't have any direct authority
- Develop your coaching and mentoring skills enabling you to engage more effectively & coach people to develop a growth / adaptive mindset
- Learn the art of storytelling to engage your audiences
- Learn how to facilitate learning experiences that guarantee transfer of knowledge & retention of knowledge
- Learn simple yet effective strategies to manage stress and keep calm under pressure
- Identify your dream role and develop an action plan to achieve that
- and so much more.....

### **What is an EPIC Safety Professional?**

An EPIC Safety professional is; **E**mpowering, **E**ngaging, **E**mpathetic & **E**motionally Intelligent; **P**urpose-driven, **P**assionate, **P**roactive, **P**atient, **P**ositive & **P**resent; **I**nspiring, has unwavering **I**ntegrity, is **I**ntuitive, **I**nquisitive, **I**nterested & **I**ntentional; **C**ourageous, **C**ompassionate, **C**ommitted, **C**harismatic, **C**onversationally Intelligent, **C**onsistent, **C**redible & **C**urious.



*The best way to  
predict the future  
is to create it.*

—Peter Drucker

# Program Outline

## Module 01 - Laying the Foundations

Just as a building needs solid foundations to enable it to withstand the test of time so do you.

In this first module, we lay the foundations for the program to set you up for success both for this program & for your future. Topics covered include:

- Program welcome
- Accountability buddies
- Mindset matters - our mindset impact the way we embrace opportunities, learn from experiences, overcome challenges & adapt to change. Ensuring you have the right mindset is critical to your success in this program
- Managing Stress
- Building your resilience
- Mindfulness

In module 1 you are required to complete a PRISM Brain Mapping Self Assessment to identify your preferred & adapted working style

## Module 02 - The Neuroscience of all things Leadership, Safety

The human brain is the most complex organ in the human body, It controls our thinking, attitude and behaviour. Understanding how the human brain works is critical to not only understanding people and what motivates them but also how everyone's perception of risk is different (which impacts significantly on safety), why people can respond to the same situation in different ways and how you can influence people to change their behaviours, accept change, build trust and take action. It also enables us to harness the brain's potential and be more mindful and effective leaders.

To understand why people do what they do and why they make the decisions they make, we first need to understand how the human brain works. In this module, you will learn how the human brain works and how you can apply that knowledge in building your leadership capability.

Understanding how the human brain works also help when developing training programs, policies, procedures, communications, campaigns and so much more which is why is is fundamental that you learn about how the human brain works.

## Module 03 - Get to know your strengths & find your superpowers

Did you know that people who focus on their strengths are three times more likely to report having & excellent quality of life & are six times more likely to be engaged in their jobs & careers.

In this module you will;

- Learn about the Leadership Theory including the Trust Model and building personal & professional trust.
- Explore the various leadership styles, their benefits & implications
- Identify your natural talents & learn how to turn them into strengths.
- Learn proven strategies for applying your strengths to improve your leadership presence even if you aren't in a traditional 'leadership role.

In this module, you are required to complete a Strength Finders assessment and participate in a debrief.

## Module 04 - Finding your voice

Now more than ever before, we need safety professionals who know how to share their perspectives, in order to enhance their impact and to influence great outcomes. Yet our experience shows us that many safety professions can find it challenging to 'find their voice' and learn the skills it takes to be able to do this effectively. There are many reasons why this can sometimes be challenging for us, including (but not limited to):

- Holding back or questioning the value of our opinion "what if I am wrong"
- Feeling uncertain about our knowledge 'i don't have the right experience to contribute'.
- Experiencing 'imposter syndrome' "I'm not qualified or experienced enough.
- Dealing with conflict or difficult situations "I'm not sure how to handle this and 'im worried about how what I have to say will be received'

In this module, you will gain an understanding of the psychology behind these challenges and many others we face as female safety professionals. You will also learn some practical tips to help you manage & overcome those challenges. You will learn principles of great communication & influence, & strategies for how to manage some of the most common 'difficult of challenging' conversations you may have as a safety professional.

This module will challenge your thinking & will make you think differently about why your point of view does matter. It will also help you find your authentic voice.

# Program Outline

## Module 05 - Building Emotional Intelligence

- Do you recognise the emotion that you are feeling?
- Can you manage those feelings without allowing them to overwhelm you?
- Do you sense the emotions of others & respond effectively?

Great leadership starts with a strong understanding of self & research tells us that self-awareness & awareness of others is the strongest predictor of overall success not only as a leader but as a safety professional as well. A self-aware person knows that their strengths are & learns from them, they understand why they do what they do & why they react the way they do. Strong self-awareness enables you to show up, authentically lead & influence others & be the best version of yourself.

Emotional Intelligence has been identified as one of the top leadership skills required in 2021 & beyond & I believe it is a key skill for safety professionals as well. Emotional Intelligence forms the moment at which intellect meets emotion & facilitates our capacity for resilience, motivation, empathy, stress management, communication & our ability to read & navigate work & social situations & conflicts. Building your emotional intelligence helps you build relationships, reduce individual & team stress, defuse conflict & improves job satisfaction. In this module we will explore:

- What is Emotional Intelligence & why is it so important
- How you can improve your emotional intelligence including how to self-regulate & stay cool under pressure

You will also learn some proven EI strategies to help you perceive, use, understand and manage emotions. In this module, you are required to complete a GENOS Emotional Intelligence assessment and participate in a debrief.

## Module 06 - Conversations Matter - Take your communication skills to the next level

The ability to effectively engage & communicate is one of the most important skills for any safety professional. You must be able to effectively engage with a wide range of people in all types of settings. You must also be able to read your audience & adapt your communication style & messaging to meet the needs of that audience. In this module, we explore:

- Effective communication including the essential elements of effective communication & communicating in different environments
- The neuroscience of conversations & how you can build trust & achieve extraordinary results using the Conversational Intelligence (CIQ) Framework
- Communication styles & their impact
- Common barriers to communication,
- Active listening
- The importance of non-verbal communication
- NLP fundamentals
- Challenging / Courageous conversations
- How to deal with difficult feedback
- How to give (and receive) effective feedback & feedforward.

In this module, you are required to complete a DiSC assessment

## Module 07 - Influence with Impact & accomplish more by leveraging others

The ability to influence with impact is a key competency frequently identified in top performers & is crucial for safety professionals to master in particular because often we do not have any direct authority to 'direct' or 'require' people to do what we need to achieve.

In this module, I will show you how to master the art of influence by teaching you practical skills and tips for influencing others in authentic, inspiring and highly effective ways. You will learn how to effectively build trust & increase your influence with others by:

- Establishing credibility
- Engaging others
- Building connections
- Clarifying expectations
- Being accountable
- Sharing your passion
- Being open to influence.

We will also explore how you can bring out the best in people by using your skills to develop the knowledge & capabilities of those around you. Based on the work of Liz Wiseman, (Multipliers) we explore what it takes to be an EPIC multiplier & how you can use this to help 'embed' a proactive safety culture in your organisation and strategies to help you deal with detractors.

## Module 08 - Present with Confidence

Just as communication & influencing is important to your success as a safety professional. So too is your ability to present with confidence. In this module, we will hone your presentation skills, teaching you not only how to put together presentations that engages your audience, our guest facilitator Shelly Horton from Chanel 9 and ShellShocked Media will share her tips and tricks for presenting like a pro and dealing with nerves.

# Program Outline

## Module 9 -Leading Change

Leading others through change is a key leadership competency and something that all safety professionals should be competent in as well. Often as safety professionals, we are required to lead or implement change with little or no authority which is why our ability to develop relationships and influence are critical skills that we need.

In this module we explore:

- Common change models
- The neuroscience of change and the implications for facilitating sustainable change
- Barriers to change & how to deal with them
- The neuroscience of motivation & habit, and
- The knowledge & skills required to understand, implement & lead change in a 'brain-friendly' way that engages the hearts & minds of employees.

## Module 10 - Coaching & Mentoring

In the face of rapid, disruptive change has become the norm and what worked in the past is no longer a guide to what will succeed in the future. With that, companies are realising that managers can no longer be expected to have all the answers & command & control leadership is no longer viable.

To cope with this new reality, many companies are moving away from traditional 'leadership' practices & are moving toward a coaching model of leadership where leaders provide support & guidance rather than instructions and directions. Employees learn how to adapt to constantly changing environments in ways that unleash fresh energy, innovation, creativity, commitment and engagement.

Mastering the art of coaching is another key skill that every safety professional must develop.

In this module, you will learn how to become an effective safety coach and how to teach others to be effective safety coaches using the latest research, tools and techniques from the fields of neuroscience and positive psychology. You will also gain an insight into the various coaching models and will learn how to effectively use them to articulate the 'why' and achieve the outcomes you need to shift the safety culture of your organisation.

In this module, you will also be introduced to the concept of mentoring which is critical to your ongoing development post this course.

## Module 11 - Mastering the art of Facilitating training

As safety professionals, we are often required to 'teach people new skills, how effectively we do that can make a difference between whether or not that knowledge & those skills are transferred & embedded.

In this module, I will challenge you to think differently about the way you help people learn. We also explore:

- The concept of a trainer/facilitator as a leader & influencer
- The different way's people learn
- Developing & delivering training in a brain-friendly way that guarantees successful transfer of knowledge & learning retention
- Key facilitation skills that ensure interactive, engaging learning experiences.

Then based on the work of Dr. Stephanie Burns I will teach you how to transform the way you train in order to make training stick for everyone.

## Module 12- Build your Personal Brand & be recognised as an in-demand thought leader in the safety industry

Often as Safety Professionals, we underestimate the value of building our brand. Your 'Brand' can make the difference between you being an in-demand safety professional that is sought out by companies or just treading water & continuing to battle your frustrations.

In this module, our guest presenter Carli Lyon is an expert in the field. Carli was once a publicist to Miranda Kerr & understands the importance of building your brand regardless of what you do.

You will also learn how to establish yourself as a trusted thought leader, boost your industry presence, enhance your credibility as a leader in safety & how you can leverage that to take your career to the next level.

In this module, we will also review and update your resume, LinkedIn profile and develop your career action plan.

## FORMAT & DELIVERY METHOD

As much as we would love to get everyone in a room together, with the ongoing challenges that COVID keeps throwing our way this program will be delivered virtually. An added benefit of that is that Safety Professionals from all over Australia, New Zealand & in fact the world can participate.

You will work with me directly over the 12 months of this program & will have the full support of my team. You will also have access to some of the best in the business as we bring in guest facilitators & presenters for some of the topics & for our Q & A & Real Talk sessions.

In addition to the formal learning & coaching sessions, we will also be holding virtual networking enabling you to build your connections with like-minded safety professionals.

## Program Inclusions

Monthly 2 hour masterclasses	Monthly 1:1 Coaching Calls	Roundtables / Mastermind Sessions with Industry Leaders	Online modules to support learning
Workplace projects / individual & group activities to assist with knowledge transfer & learning reinforcement	Private community to share experiences	Leadership assessments (DiSC, PRISM, Strength Finders, Genos Emotional Intelligence)	Virtual Networking events
Unlimited Phone & Email Support	Professional Resume Writing / LinkedIn Profile update	Safety Professionals Toolkit	Guest Presenters / Facilitators

## WHO IS THIS PROGRAM FOR?

This program is not about building your 'technical' safety knowledge, that's what your formal qualifications and on-the-job training do. This program is a genuine professional & personal development program that is aimed at building your leadership presence, influence & confidence.

This is why this program is relevant for all safety professionals across all industries and countries regardless of where you are in your career, so, you could be in your first safety role (or looking to move into a safety role), looking to take the next step in your career or a seasoned executive.

This program is for you if:

- You want to develop as a leader
- You want to gain a greater understanding of your strengths and how to maximise them
- Your self-talk sometimes gets in the way of putting your hand up, stepping forward or applying for a role
- You want to be able to manage challenging and difficult conversations better
- You want to learn how to influence with impact & get things done when you have little or no authority in your role
- You want to build your confidence and be seen as a thought leader in your company or industry
- You want to build your brand & open up the doors to a successful career as a highly respected, in-demand safety professional
- You are serious about your development and are ready to go.

## YOUR INVESTMENT IN YOUR FUTURE SUCCESS

This is a true professional development program, but we have tried to keep the cost down to make it accessible to everyone. Your investment in your future is \$3997.00 + GST (Paid in full upfront) or \$349.00 + GST per month for 12 months.