

David G. Broadbent



David is Managing Director of TransformationalSafety.Com . His particular expertise is in carrying out strategic assessments of applied Safety Culture and Safety Leadership at an organisational and asset level to maximise consistency of safety behaviours throughout an organisation, and minimise “bad stuff” happening.

David has consistently provided strategic safety interventions to organisations throughout the global community. As one of the world’s leading Safety Psychologists, David is able to bring a unique level of understanding and academic rigour to all projects in which he is involved. Just some of the locations that David has found himself operating in recently have been Egypt, Oman, Saudi Arabia, India, United Kingdom, South Africa, United States, and yes, occasionally Australia.

David is the creator of the *Transformational Safety Culture and Leadership Development Technologies*. He is amongst the first in the world to recognise the powerful relationship between Transformational Leadership and applied safety outcomes. The safety culture assessment methodologies developed by David, lead the world in their ability to analyse the prevailing safety culture operating within a business. It provides one of the most introspective, yet powerful, analysis available to the market – and he achieves this with a minimal organisational footprint.

David has also presented the Keynote Address, and other presentations, at many national and international corporate conventions. He is highly sought after globally as someone who can make the complex simple, and do so with a sense of “fun”.

In the latter part of 2008 David was involved in a near fatal cycling accident. You would not believe this accident occurred less than one week before he was due to return to South Africa, to work with the senior leadership team of one of that country’s largest industrial support businesses. David has been told that whilst he was laying semi-conscious in the “emergency room” he was heard to keep

saying to the attending Doctors, “you need to put me back together I’m going to South Africa next week”. Well, as you can imagine, he never got there.

This accident resulted in David experiencing a multi-punctured lung, and multiple fractures - they stopped counting at 24 – he should not be alive. The surgeon described David’s injuries as though “a hand grenade had exploded on the inside”. He was literally screwed back together; his upper left arm/shoulder is now largely Titanium. David suggests that his net worth goes up & down with the stock market.



David is one of only a handful of safety professionals, in the global safety community, who can speak with experiential authority on the accident causation sequence, risk tolerance, trauma recovery etc. (and maybe even human error).

David has also developed the *SAFE-T-SOS Behavioural Systems*. He did so because the majority of BBS systems have been shown to either fail (+70%) or not be sustained in the medium to long term (+80%). By leveraging the “power” of behavioural psychology and integrating *Transformational Safety Leadership* (TSL) competencies throughout the behavioural paradigm the SAFE-T-SOS Behavioural Systems are able to deliver unprecedented and sustained organisational outcomes.

Since David was rebuilt, he continues his own journey working globally with many people and companies in support of improved health and safety performance.

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