

A close-up photograph of several hands of different ethnicities stacked together in a circle, symbolizing teamwork and unity. The hands are positioned in the center of the frame, with some wearing jewelry like bracelets and a watch. The background is blurred, showing parts of people in business attire.

# Your Culture is **Your Brand**

Author: Craig Sproul

Your brand is not just a combination of external factors like logos, colour schemes or slogans. It is instead bound up with customer experience, which in turn is a function of your company's culture. That's why cultivating a positive culture—with every member of your organisation contributing to it—is essential to establishing a successful brand.

## Your Culture + Your Safety Results = Your Brand

Companies with a positive culture and excellent safety standards outperform others by 2% annually<sup>1</sup>. In other words, cultivating a healthy organisational culture while maintaining high safety standards is linked to strong financial performance—strong enough to outpace the competition.

While culture is often considered the purview of the CEO and top managers, an authentically positive culture is the combined effort of every member in an organisation, whether on the factory floor, in a retail unit, working as a supervisor or at board level management.

So how does this 'helicopter view' of business (culture + safety = brand) apply to individuals on the ground? Let's break it down.

## The Culture

Safety culture is the collective attitudes, beliefs, and perceptions of the people in your organisation regarding safety. Since culture drives

---

<sup>1</sup> [https://journals.lww.com/joem/Fulltext/2021/06000/Companies\\_That\\_Promote\\_a\\_Culture\\_of\\_Health,.2.aspx](https://journals.lww.com/joem/Fulltext/2021/06000/Companies_That_Promote_a_Culture_of_Health,.2.aspx)



In all cases  
**customer  
experience**  
is a major focus

behaviours and behaviours drive performance in either a positive or negative direction, having the right culture is critical. It's important to understand from the outset that culture isn't a static feature that can be 'created' then ignored. It is rather shaped – day by day, decision by decision, action by action– and it is every member's job to shape the culture with the eye of an expert craftsman. Understood in this way, your culture is the only thing that can never truly be copied or imitated. It's not a policy or process; it's not a meaningful quote on a notice board or intranet site; it's the heartbeat of your company.

This is where you should ask yourself and those around you: What is your attitude toward safety culture? What are your beliefs around safety? What is your perception of safety beyond what the company stipulates about it? And most important of all: Are you leading the safety effort or detracting from the cause? The answers to these questions and how you behave are what shapes the culture. In the end, **you are the culture**.

## Safety Results

At the end of the day, results are what drive us—without positive numbers, business can't succeed. This is true for safety as well as productivity or profits. When measures of **safety performance** are up, other areas are likely to be as well. This is not particularly surprising, since a refusal to accept weak performance in general is what drives strong results much more reliably than intensive spending can do. Striving to achieve beyond mere safety compliance as a decision that you make every day will propel your company toward becoming a leader and partner of choice in your area of expertise. Again, individual actions and behaviours create your safety results.

Moving from maths to physics, let's add a catalyst to the equation "Culture + Safety = Brand"; **that catalyst would be YOU**.

Individuals are the brand.  
**People shape the culture.**

Culture creates  
the safety results.





## The Brand

Your company's brand is much bigger than a logo, colour scheme, the latest campaign, or the website. The brand derives from the product, whatever it is you sell – whether an item off the shelf, a consultation, a service or a process—and that product is shaped by the customer's experience.

Bearing that in mind, what are customers looking for? Today, customers are more demanding than ever, and rightly so. Whether sourcing materials or a service, they require more and more from the brands they choose to partner with. They need:

- > an environmentally conscious experience,
- > a healthier, mindful and inclusive experience,
- > a people-conscious experience at all levels,
- > exacting and exemplary safety standards,
- > confidence in your ability to deliver quality without skipping or diluting any of the above.

In short, clients want to partner with companies that take a holistic view of every aspect of their business. If your company delivers products, services, processes or consultative projects involving even the slightest form of interaction, direct or indirect, with customers, then you bear responsibility for their experience.

**You are an integral part of 'The Brand.'**

## Your Culture is Your Brand

Embracing this truth will parachute your organisation's brand, culture, and safety performance from that helicopter view right down to eye level where we all see each other and interact. It will add value to your company and distinguish you from the competition. Just ask: are you helping to lead your organisation on this journey? Are you creating a **Culture of Care?** Are you ready to make your culture your brand? Then get in touch with us. We can help you navigate the path to success.



## Craig Sproul

Craig is a Master Mariner with principal warfare, specialist navigation and command experience at sea over a 16-year span. Since coming ashore, he has held a variety of senior roles in high-risk companies encompassing safety management, change, culture, human factors and organizational reliability.



## DEKRA Organisational & Process Safety

DEKRA Organisational and Process Safety are a behavioural change and process safety consultancy company. Working in collaboration with our clients, our approach is to assess the process safety and influence the safety culture with the aim of 'making a difference'.

In terms of behavioural change, we deliver the skills, methods, and motivation to change leadership attitudes, behaviours and decision-making among employees; supporting our clients in creating a culture of care and measurable sustainable improvement of safety outcomes is our goal.

The breadth and depth of expertise in process safety makes us globally recognised specialists and trusted advisors. We help our clients to understand and evaluate their risks, and work together to develop pragmatic solutions. Our value-adding and practical approach integrates specialist process safety management, engineering and testing. We seek to educate and grow client competence to provide sustainable performance improvement; partnering with our clients we combine technical expertise with a passion for life preservation, harm reduction and asset protection.

We are a service unit of DEKRA SE, a global leader in safety since 1925 with over 45,000 employees in 60 countries and 5 continents. As a part of the world's leading expert organisation DEKRA, we are the global partner for a safe world.

We have offices throughout North America, Europe, and Asia.

For more information, visit [www.dekra-uk.co.uk/en/dekra-organisational-and-process-safety/](http://www.dekra-uk.co.uk/en/dekra-organisational-and-process-safety/)

To contact us: [dekra-ops.uk@dekra.com](mailto:dekra-ops.uk@dekra.com)

To contact us: +44 (0) 23 8076 0722