

ConverSafe

SELF TY:

A paradigm shift in operational performance

Know YourSelf

The conscious "I" is the narrator of our lived experience, it is what we know about ourselves and actively control, our outwardly displayed personality.

While the unconscious "Self" is the silent influencer, shaping much of our behaviour from behind the scenes, it is what we are at a more fundamental, often unacknowledged level.

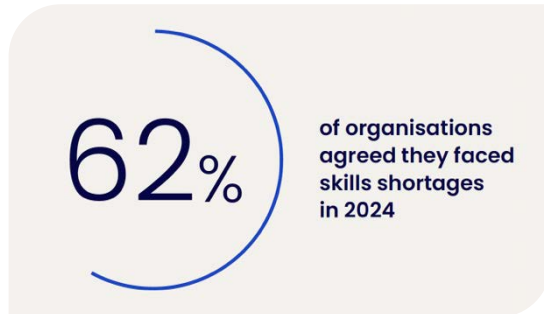
When you make an error, do you say:

"I" made a mistake.

Or do you blame "YourSelf"?

The Challenge: Current Safety Gaps

Scarcity of skilled and experienced professionals



Source: The Business Barometer report (British Chamber of Commerce and Open University)¹

Longstanding skills shortages continue to place immense pressure on existing staff and organisations' ability to increase growth or deliver services.

The report recommends a strategic approach, “Training and development are critical areas of focus for many organisations as they seek to mitigate skills shortages and help employees meet their potential. A significant portion of businesses intend to use mentoring, coaching, and short courses for staff training over the next twelve months. This approach not only helps in skills development but also fosters a supportive learning environment that can enhance employee attraction, engagement and retention.”



¹ British Chamber of Commerce and Open University 2024, Business Barometer, https://www.britishchambers.org.uk/wp-content/uploads/2024/06/The_Open_University_Business_Barometer_2024.pdf accessed 2nd October 2025

Impacts on safety from skills shortages

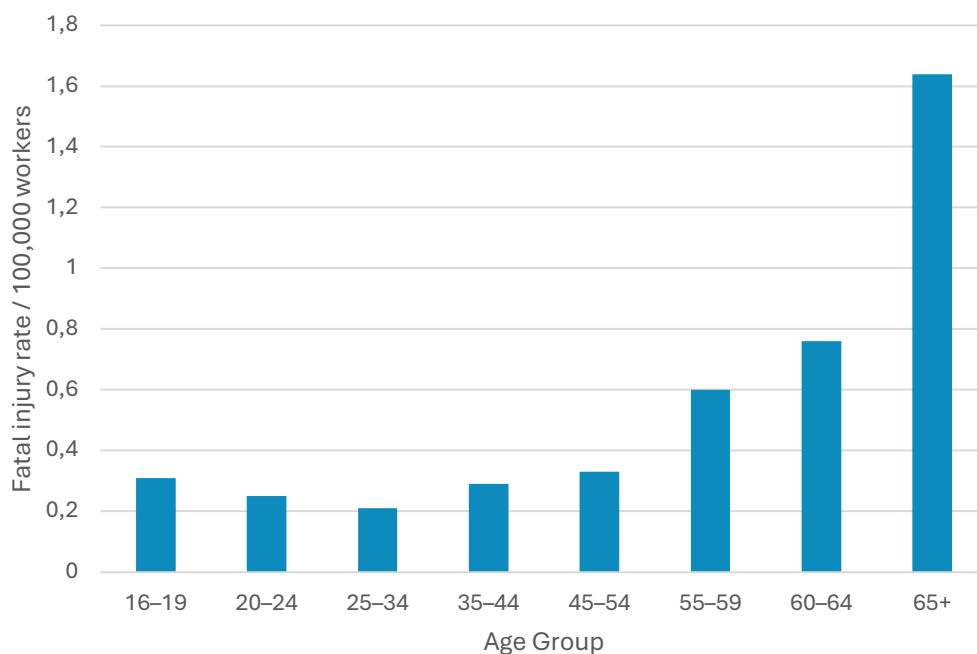
Where gaps exist, the incumbent employees are faced with stretch to meet operational targets which results in **rushing, fatigue and frustration**: factors that are significant contributors to human error, increasing risk of accident and loss of operational performance.



Generational risk factors

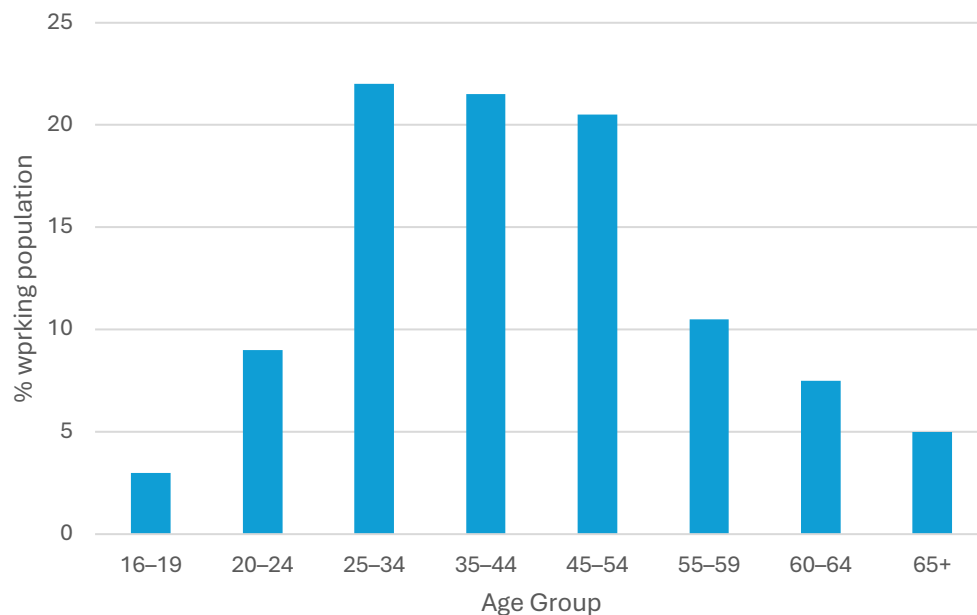
There are two synergistic situations at play.

Firstly, older workers (over 60) account for 40% of UK occupational fatalities (HSE, 2025)² “This clearly shows how the rate of fatal injury increases with age, with workers aged 60-64 having a rate around twice the all ages rate and workers aged 65 and over a rate that is 4 times as high as the average for all ages (0.4)”



² Health and Safety Executive, *Work related fatal injuries in Great Britain, 2025*, <https://www.hse.gov.uk/statistics/assets/docs/fatalinjuries.pdf> accessed 2nd October 2025

Secondly, the expectation that the changing demographics of the population will lead to an older workforce (IOSH, 2025)³⁴.



Hence, as the ratio of workers over 55 years old increases we can expect the fatality rates to correspondingly increase.

Do older people have the competencies to protect themselves in the modern workplace environment? What makes them more susceptible to being killed?

Consider the individual's age influencing situational awareness:

- ⇒ **Rushing**, trying to keep up with the pace of operational requirements;
- ⇒ **Frustration**, a lack of understanding of the digital environment;
- ⇒ **Fatigue**, a reduction in physical capabilities with age;
- ⇒ **Complacency**, thinking “I know better because I’m older”.

³ Office for National Statistics, *Employment, unemployment and economic inactivity by age group*, <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/employmentunemploymentandeconomicinactivitybyagegroupseasonallyadjusteda05sa/current> accessed 8th October 2025

⁴ IOSH Magazine, *Older Workers – The Hidden Key to Future Prosperity*, <https://www.ioshmagazine.com/2025/07/30/older-workers-hidden-key-future-prosperity> accessed 2nd October 2025.

COMPLACENCY:

A feeling of calm satisfaction with your own abilities or situation that prevents you from trying harder.

– Cambridge Dictionary

Then one has to consider the younger generations.

Does inexperience influence situational awareness?

- ⇒ **Rushing**, the expectation of instant gratification;
- ⇒ **Frustration**, the expectation of instant response;
- ⇒ **Fatigue**, under the continual influence of mobile phones;
- ⇒ **Complacency**, the illusion of competence.



Employer and employee duty of care

In the legal context⁵, the employer's responsibilities are clear and drive the management of occupational safety in the workplace. However, when it comes to employee's responsibilities...

'to take reasonable care for the health and safety of himself and of other persons who may be affected by his acts or omissions at work'

... the employer tends to use this as an excuse for blaming the employee when things go wrong under the category of human error. What the employer should be considering is that they have the duty to provide the...

'necessary information, instruction, training and supervision as is necessary to ensure, so far as is reasonably practicable, the health and safety at work of his employees'.

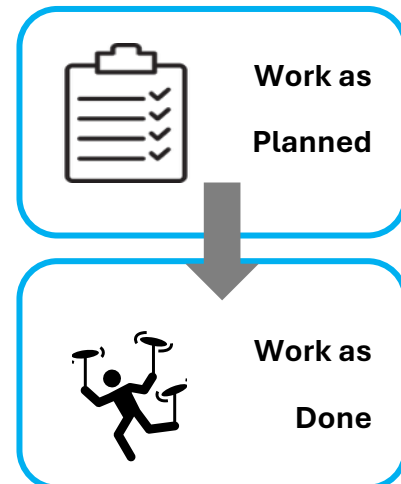
⁵ UK Government, Health and Safety at Work etc. Act 1974 (Sections 2 & 7), <https://www.legislation.gov.uk/ukpga/1974/37/contents>, accessed 2nd October 2025



The employer and employee requirements are coupled and **the employer shall provide the necessary training for the employee to adequately protect themselves and others.** This is usually limited to that determined by statutory obligation, industry standard or risk assessment.

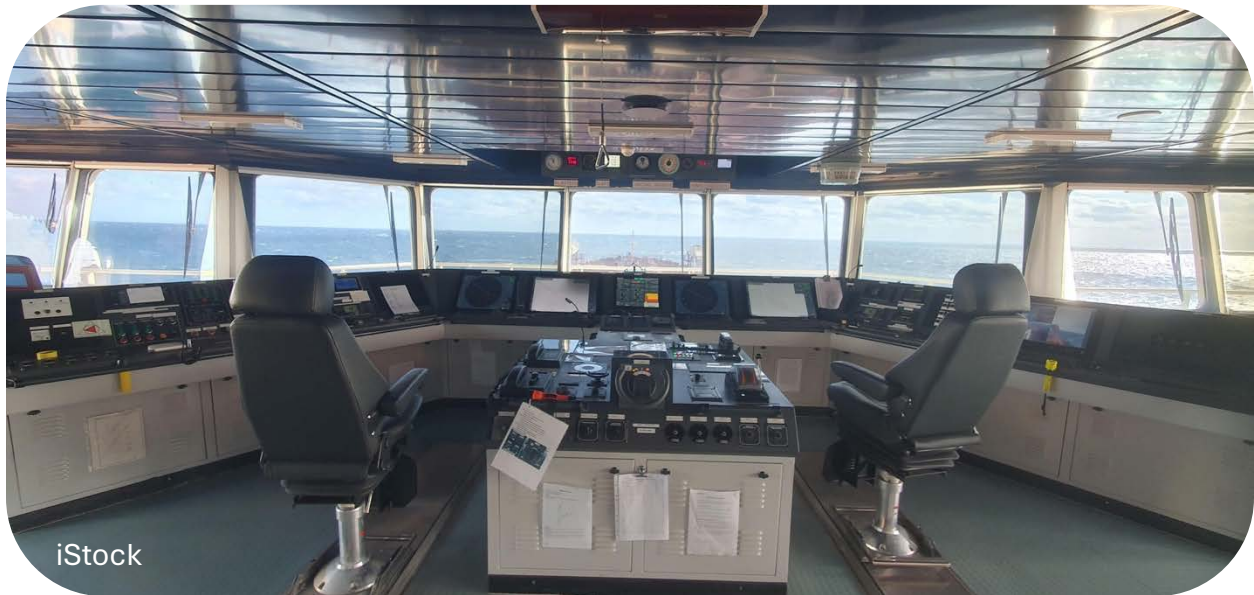
The framing of safety training within the boundaries of compliance and foreseeable risks assumes that work is done as planned and all variables are taken into account. This is rarely true and the realities of the situation compromise the safety of the individual.

When the risk assessments and methods statements are known to be inadequate for the complexity of the situation, the employer's trump card is played:



An admission that the employer cannot control all the risks and what ever happens is the result of the employee's decisions and actions. **This is acceptable so long as the employees have received the necessary information, instruction, training and supervision to be competent in their particular situation.**

“Safety is everyone’s responsibility” is a typical battle cry from the Board room when trying to motivate the whole organization but what this really translates to is, “Follow the procedures we’ve put in place for the workers, or else.”

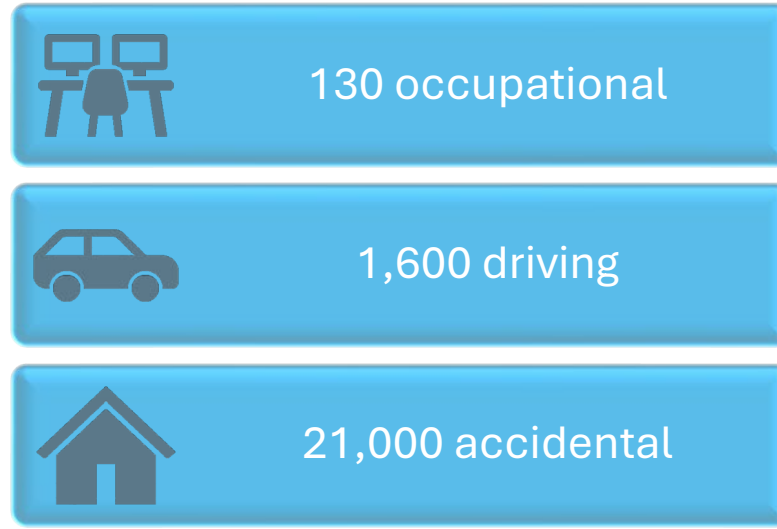


What happens when it’s actually the senior executive who is injured and leaves a gap in the critical functioning of the team? A ship without its cook will go hungry, but without its Chief Engineer or Captain it is sailing dangerously.

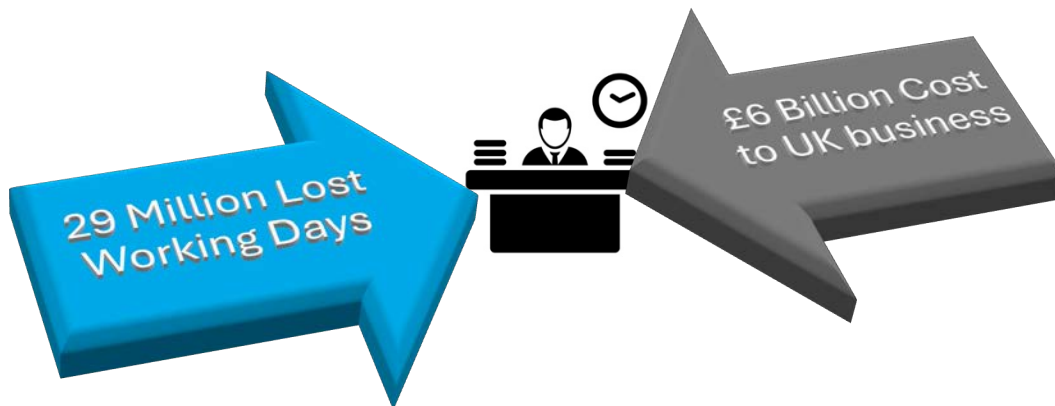
Case Study

On 26 March 2022, **John Neal**, CEO of Lloyd’s of London, was hit by a car while cycling and sustained serious injuries. Lloyd’s quickly appointed interim leadership, Burkhard Keese (COO/CFO) and Patrick Tiernan (Chief of Markets), with support from the executive committee and Chairman to ensure business continuity. Markets remained open, but Neal’s injury triggered broad contingency planning at the firm. Though Neal eventually recovered, the incident spotlighted vulnerabilities in senior leadership structures and triggered near-term disruption in strategic decision-making processes across the Lloyd’s marketplace.

Average UK annual fatalities



Most accidents happen outside of work⁶ but the annual impacts squeeze the employers.



That approximately equates to 1 lost working day and £200 / employee / year.

⁶ Health and Safety Executive, *Work related fatal injuries in Great Britain, 2025*, <https://www.hse.gov.uk/statistics/assets/docs/fatalinjuries.pdf> accessed 2nd October 2025
Department for Transport, *Reported road casualties in Great Britain, provisional estimates: 2024*, <https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-provisional-results-2024/reported-road-casualties-in-great-britain-provisional-estimates-2024> accessed 6th October 2025
Royal Society for the Prevention of Accidents, *National Accident Prevention Strategy*, <https://www.rosipa.com/safety-campaigns/national-accident-prevention-strategy> accessed 6th October 2025

Beyond the Workplace

Safety has such a strong identity as an *occupational* activity that it gets mentally left behind at the workplace, but it is present in the external environment through legislation, codes and standards to provide safe places, buildings and equipment.



However, there is a tacit expectation that people will act responsibly during the activities they perform without the need for bureaucratic oversight.

Distractions originate from a diverse range of sources...

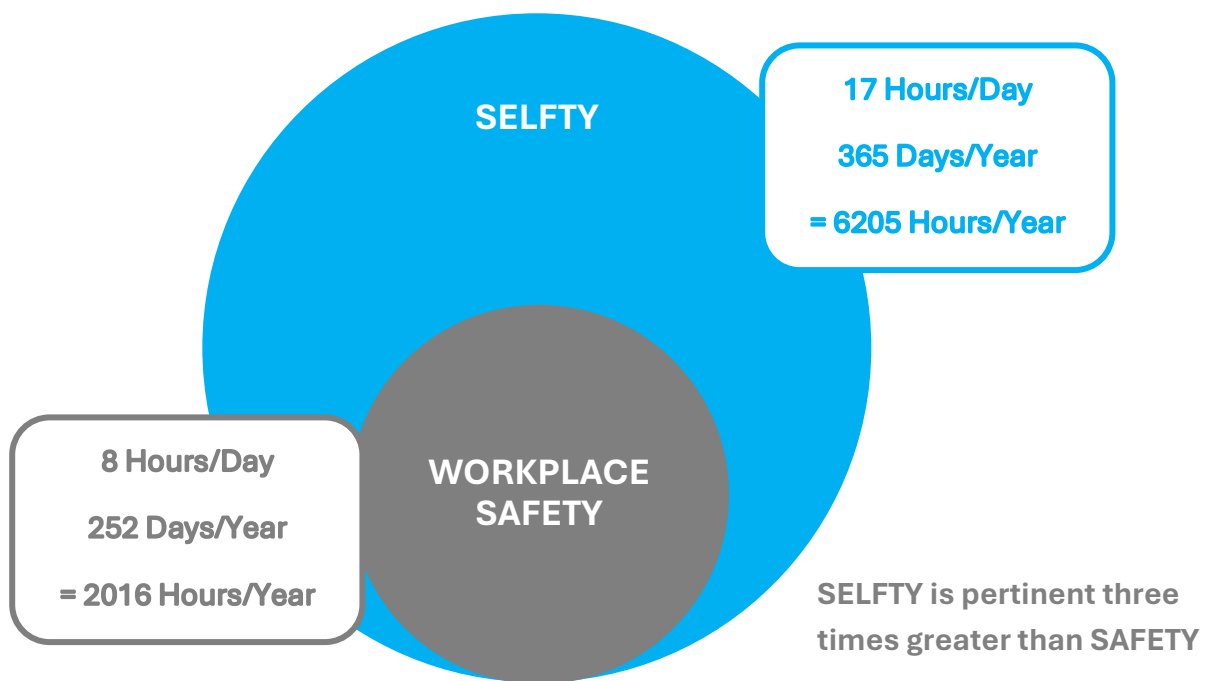


... with the additional influence of drugs and alcohol.

We live in a world defined by

Volatility, Uncertainty, Complexity, and Ambiguity (VUCA).

A world where change is constant and often unpredictable. In such an environment, the ability of individuals to take responsibility for their own safety and well-being, as well as that of those around them, has never been more critical. This concept, named as **SELFTY**, extends beyond traditional notions of safety. It represents a proactive, self-led commitment to physical, emotional, and psychological protection in dynamic and interconnected systems.

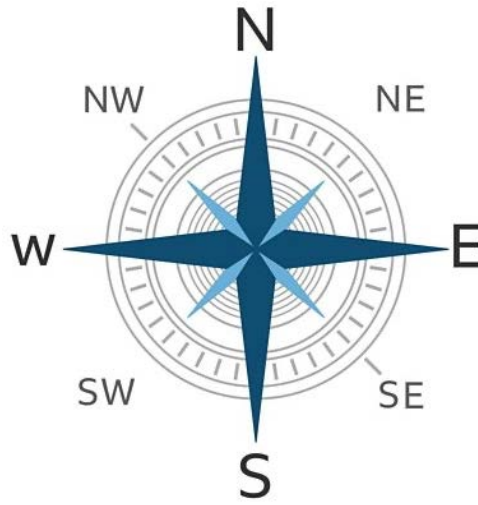


SELFTY emphasizes **personal accountability** and **collective awareness**. It empowers individuals to anticipate risks, make informed decisions, and act responsibly even amid uncertainty. In organizations, communities, and everyday life, fostering a culture of **SELFTY** builds resilience, trust, and adaptability; qualities essential for navigating through the disruption and complexity we face each day.

We need a compass to navigate a ship.

We need a compass to guide our morals.

We need a compass to protect our *Self*.



To navigate *Selfty* requires the application of two protocols:

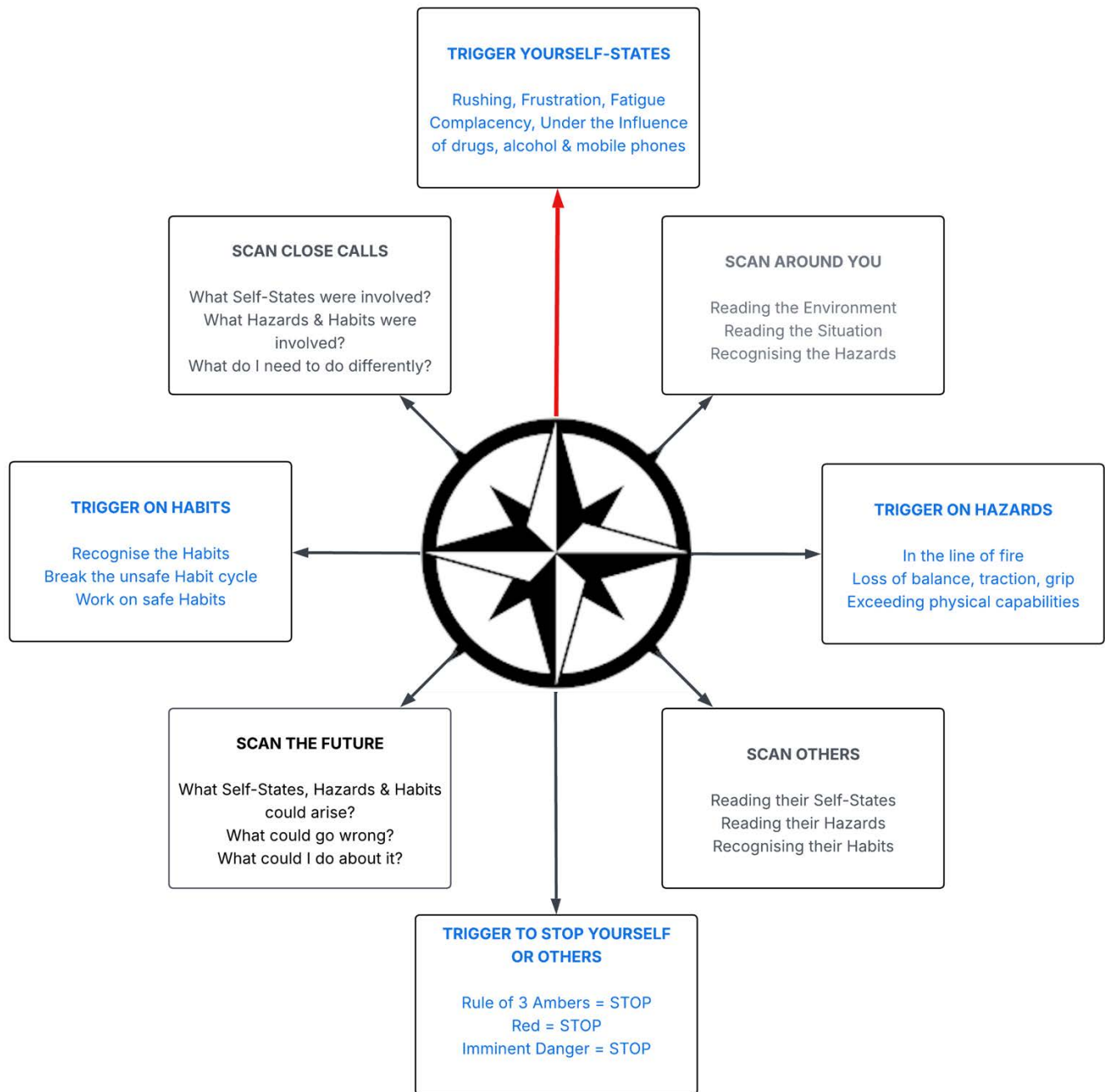
Protect YourSelf

Protect others around you

“This is a wonderful way to live, knowing that you have the power to defend yourself and the ones you love, while also being intensely aware that at any given moment there are dozens of people who are watching your back as you watch theirs.” – Tyson Yunkaporta

The Selfty Compass ...

... points to the eight competencies to enable these protocols.



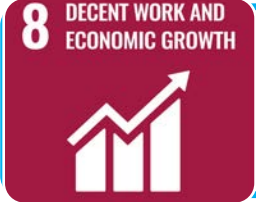
Knowing when and how to use each competency and in which combination is the route to becoming a

Master of Selfty.

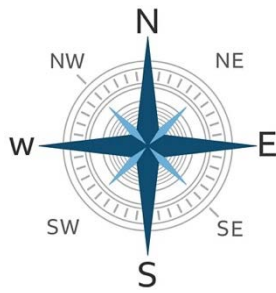
Be productive at work... practice on the road... and perfect at home.

Selfty's Added Value

Alignment with Global Sustainable Development Goals

	SDG 3.6 To halve the number of global deaths and injuries from road traffic accidents
	SDG 8.8 Protect labour rights and promote safe and secure working environments for all workers
	SDG 11.2 Provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety
	SDG 13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
	SDG 16.1 Significantly reduce all forms of violence and related death rates everywhere

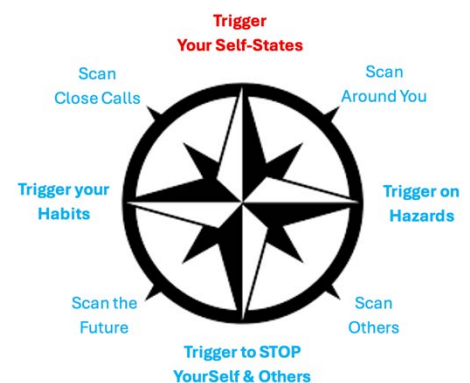
The content of this white paper has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States



Conclusion: Safety & Selfty

SELFty is not replacing the contemporary **SAFETY** approach, but it is complementary and providing a supporting social culture that increases performance in all our activities, at home, on the road and during work.

As the boundaries between personal and professional spaces continue to blur, **SELFty** becomes not only a safeguard but a strategic capability for surviving and thriving in the VUCA era.





ConverSafe

Contact Us

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