

# Driving Ownership



by Ir. Shum Keng Yan

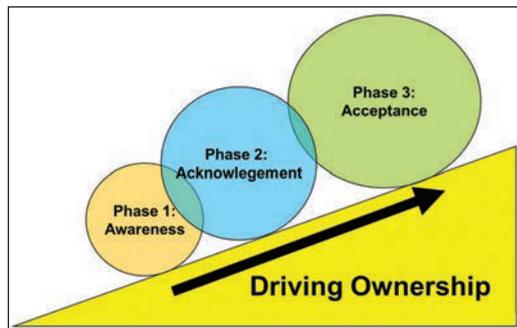
*Ir. Shum Keng Yan is a chemical engineer and a certified accident prevention and safety practitioner. He advises on EHS in the chemical, fast moving consumer goods, heavy metal manufacturing and building services industries across Asia Pacific and beyond. He regularly delivers talks at conferences, forums and universities.*

Now that we understand the 3As (Awareness, Acknowledgement, Acceptance) of gaining ownership, let us try and apply it.

## IDENTIFICATION

In order to be effective, it is important to identify the phase of your audience. Where are they in relation to the ownership phase?

- What is the current phase of our audience?
- What is the next phase of our audience?
- Deploy the desired activity to move the current phase to the next phase.



## APPLICATION

After we have identified the phase of our audience, we need to craft the activity that will help drive the audience to the next phase. We may need a combination of activities.

### 1. Awareness phase

You may use a series of email blasts, posters, banners and information pamphlets to provide the information of what you are doing to your audience. The messages should be coordinated and aligned.

Reading statistics	Looking at audit photos	Sharing a story
Writing audit reports	Attending conferences	Looking at Posters
Conducting joint site inspections	Defining own Roles & Responsibility	Becoming a Subject Matter Expert
Conducting a practical study	Listening to employee testimonies	Conducting self evaluation

If you want to share your buckets with me, you can do that at: [pub@iem.org.my](mailto:pub@iem.org.my). Results come when an organisation is engaged through shared ownership. ■

*The safest risk is the one that you did not take. Often it is the gap in the risk perception that leads to a gap in risk control.*

### 2. Acknowledgement phase

Start by providing an avenue for the audience to share their experience. Perhaps you can prepare your Awareness materials by using stories from the audience. Enlist those who have Accepted to share their experience.

### 3. Achieving the Acceptance phase

Involve the audience in the actual activity. Let them discover the outcomes via hands on actual activity. This will help build confidence.

### 4. Maintaining the Acceptance phase

Once Acceptance is achieved, there should be constant Awareness campaigns using the materials developed by the group. This will have a very high buy-in from the organisation.

Enlist the Accepted to become coaches and mentors. This will help support newcomers to move up the 3As faster. Enable an open platform for discourse and feedback. Publish the actions taken on the suggestions to create a more inclusive atmosphere.

## REVIEW

Before we end, I need to try and move you to the "Acceptance" phase. In order to do that, I need you to try out a simple exercise.

I have a box with some activities that we do on safety. I need you to sort them out into 3 buckets of "Awareness", "Acknowledgement" and "Acceptance". Please note that some of the activities may fall into more than one bucket; that is fine – nothing is black and white. Put it into the best bucket.