

# Convenience

Humans tend to pursue the path of least resistance  
and avoid effort.

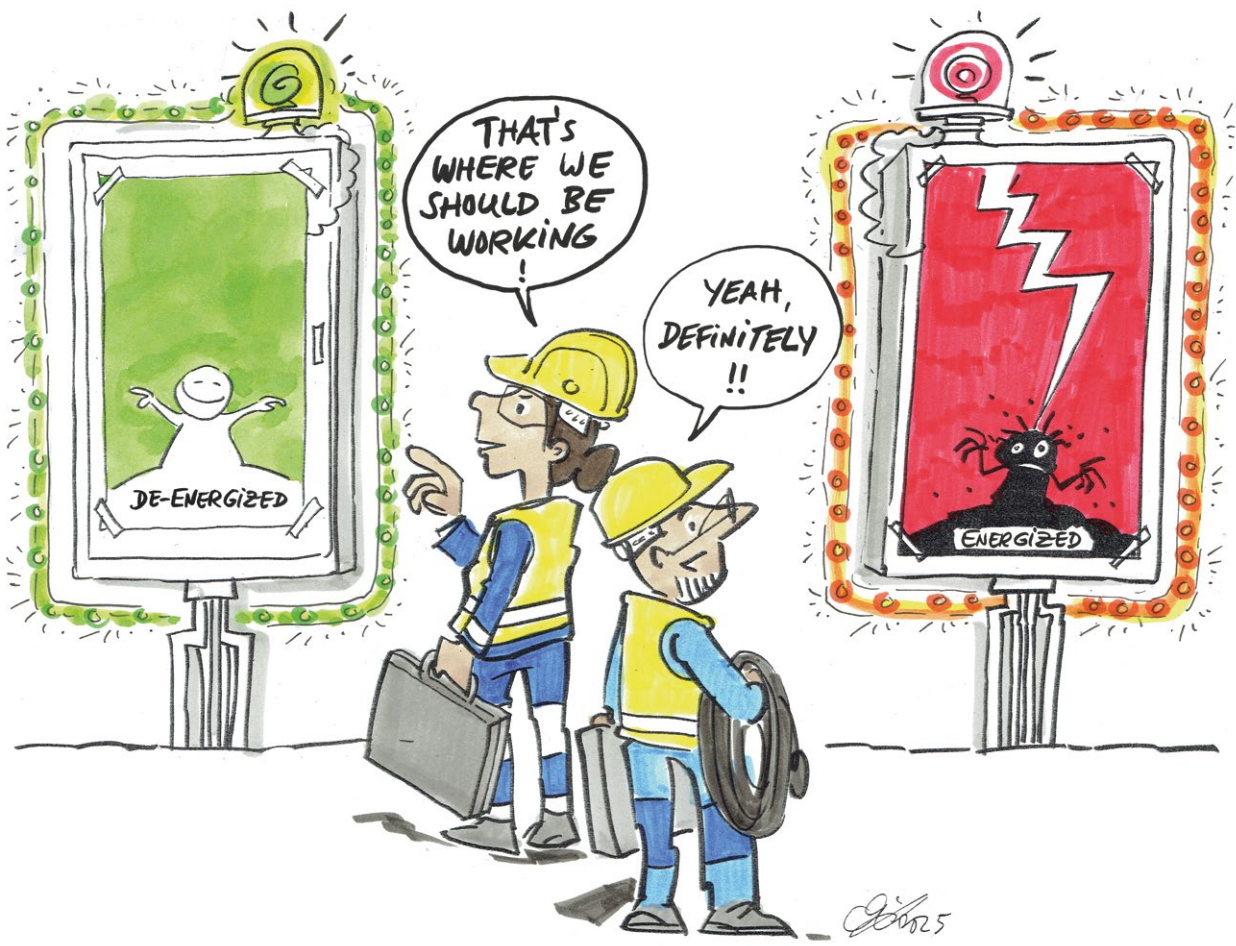


## Key questions

- How can we ensure that safe behaviour is the more convenient path?
- How can we apply safer standard operating practices?
- What routines can we develop to facilitate safer behaviour?

# Clarity

Humans tend to process only a limited amount of information at any one time. Therefore, information must be clearly understandable at first glance.



## Key questions

- How can we clearly establish what constitutes safe behaviour?
- How can we use visual or acoustic stimuli to highlight potential risk?
- How can we resolve contradictions and ambiguities?

# Reward

Humans are especially motivated when there's something to be gained, e.g. time or recognition.

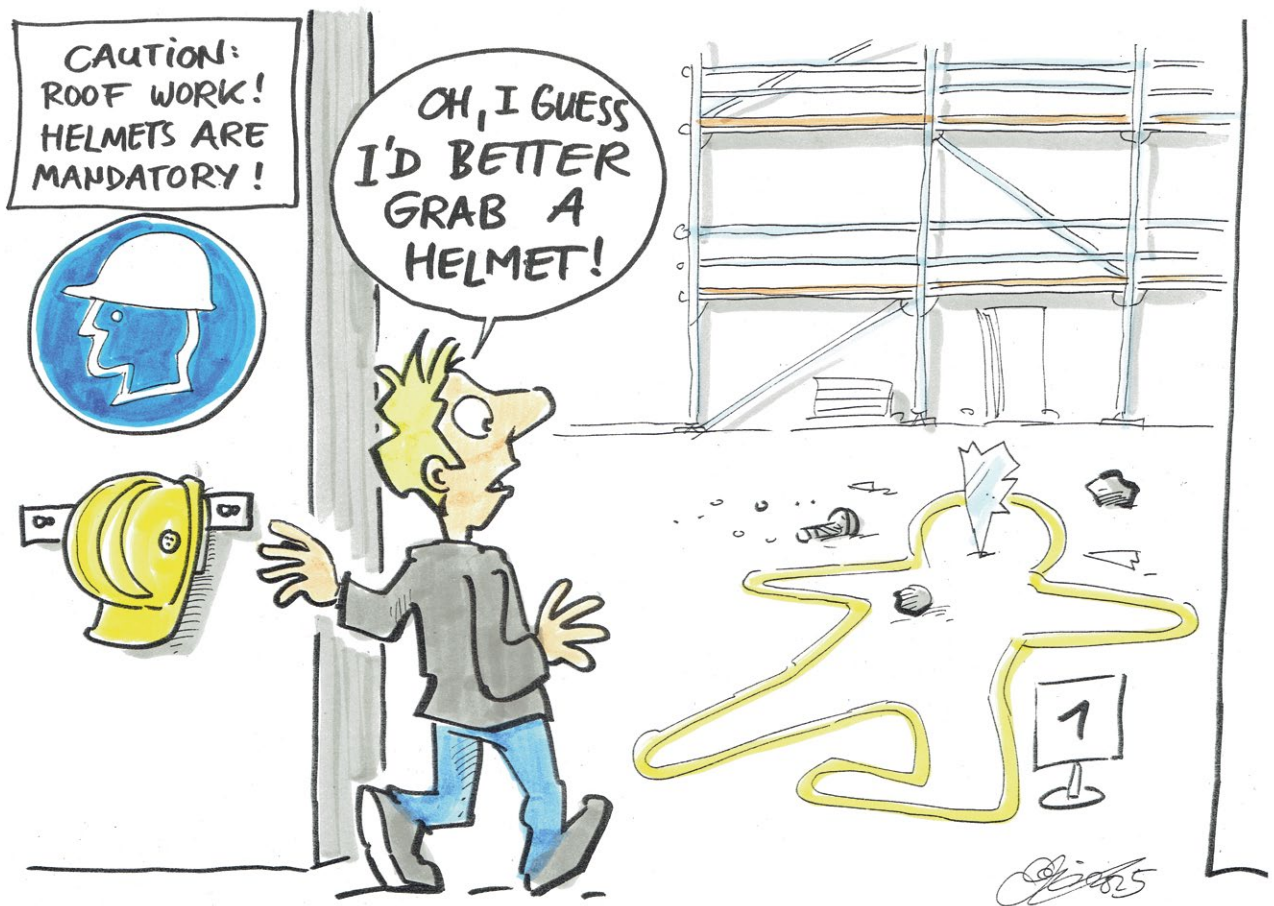


## Key questions

- How can we recognize safe behaviour?
- What incentives can we create?
- How can we reward safe behaviour?

# Deterrence

Negative feelings are a deterrent, and when we are confronted with the negative consequences of a certain behaviour, we tend to avoid it.



## Key questions

- What constitutes a good deterrent?
- How can we highlight the negative consequences of unsafe behaviour?
- What safe alternative actions should we associate with a deterrent?

# Fun

Humans like to laugh, and we therefore tend to behave in a manner more often when it brings joy to oneself and others.



## Key questions

- How can we make safe behaviour fun?
- How can we use playfulness to encourage safe behaviour?
- How can we take advantage of humor?

# Group standards

We humans are social beings. We adapt our behaviour to the group.

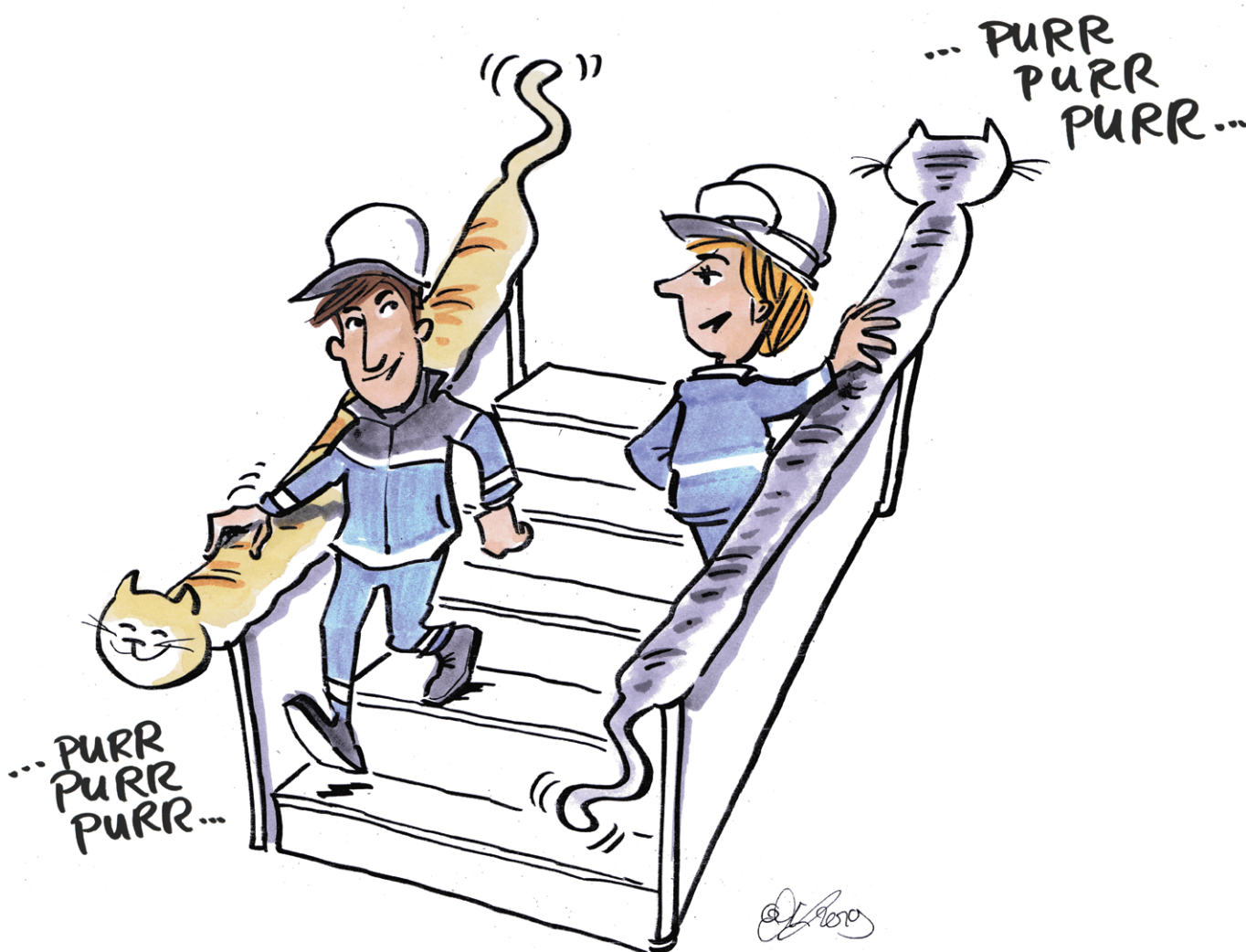


## Key questions

- How can we make use of the desire for group belonging to achieve safe behaviour?
- How can we ensure that safety and health are top priorities for us all?
- How do individuals or groups perceive themselves as role models?

# Feedback

Humans need feedback in order to understand the consequences of their behaviour. Receiving this feedback as soon as possible after the action facilitates learning.



## Key questions

- What does timely feedback on safe behaviour look like?
- Who provides the feedback and in what manner?
- How can we take advantage of technical, automatic feedback functions, as well?