



How People & Culture Impact Digital Transformation



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Technical and Operations Director
Rebound Limited
Abu Dhabi, UAE

- A Safety and Health Practitioner with more than 40 year's industrial experience
- Contributed to HSE ecosystem as a Trainer, Manager, Consultant, Regional Manager and Director working in a broad spectrum of industries
- Overseen Exceptional HSE Performance of 12 operational power plants including the safe construction of the world's largest Solar PV Power Plant (Noor Abu Dhabi)
- Presently a Director at Rebound Limited, a Global Trading Platform for enabling the circularity of Recyclable Plastics

WHY DIGITALISATION

Workforce

A much younger and tech savvy workforce is replacing traditional hands

Digital Ecosystem

Our way of life is becoming digital from daily use Apps, to our cars, homes, etc.

Information

'Data' needs to become 'Information' for us as professionals and as businesses

Evolution

As the Market evolves, so will the competitive landscape



COVID

As a result of Covid our way of Life changed and hence businesses

80%

Respondents cited increasing Digitalisation efforts as a high to moderate priority for their EHS function in 2021 (Verdantix)

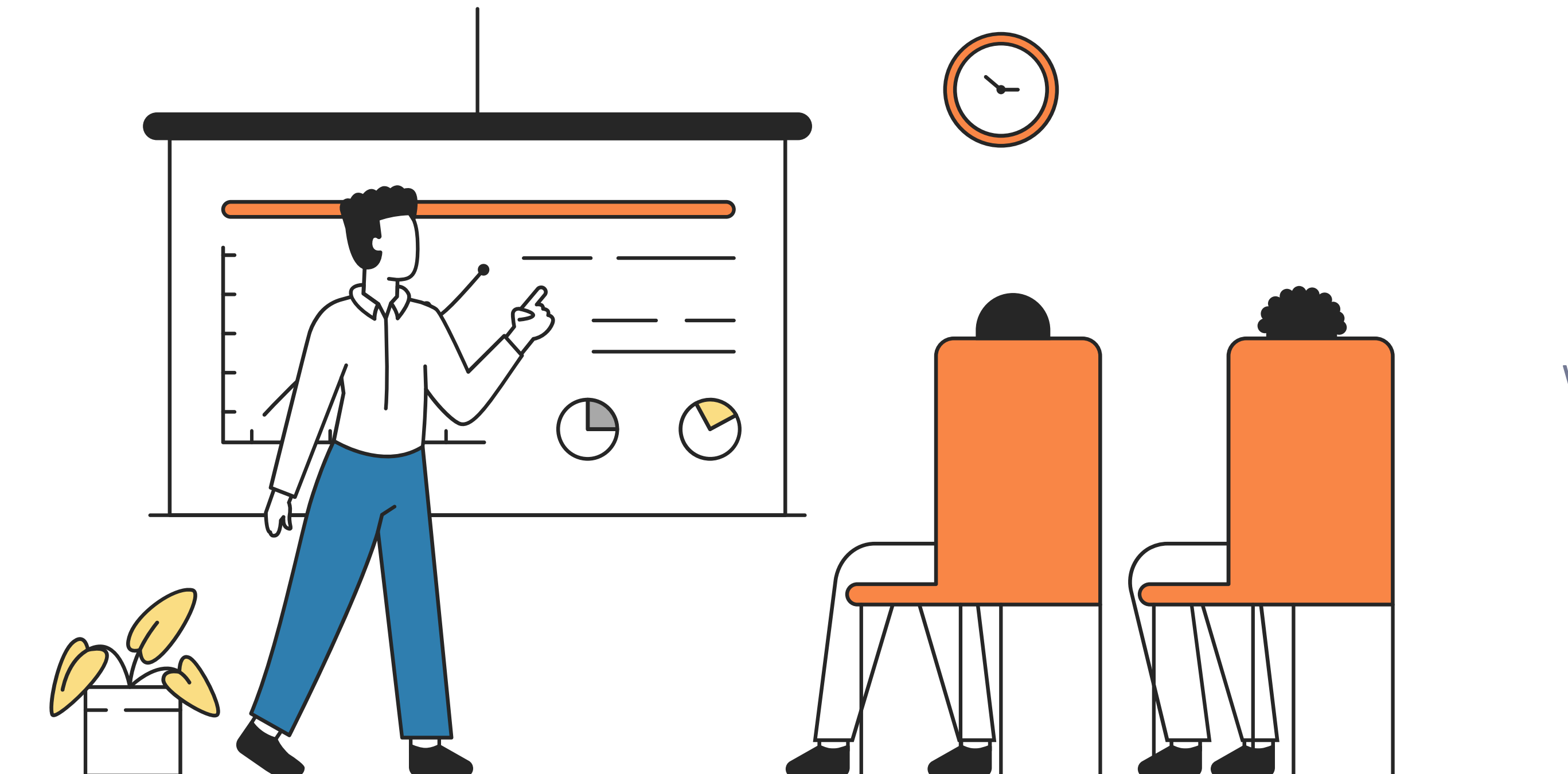
DIGITALISATION IS HERE TO STAY

BIG PICTURE

Not Restricted to any particular process

55%

World's GDP is predicted to be digitised by 2022 (IMF 2020)



People

Eventually everything needs to be delivered by People

Technology

Alignment of Technology with Business

Culture

Embracing Change and its pressures

Strategy

Reason to Start a Digital Transformation Journey

Timing

Implementation and Availability of Technology

BUILDING BLOCKS

Stepping Stones to any Change is
Cultural Maturity to ADAPT



Starts from
Hiring Process

Make an effort to imbibe
Talent which is forward
looking, buys into your
vision

Culture
Strategy

No Big Impact
happens in one day,
Invest in a
'ADAPTIVE' Culture

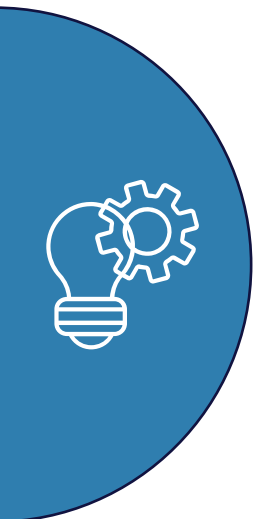
01



02



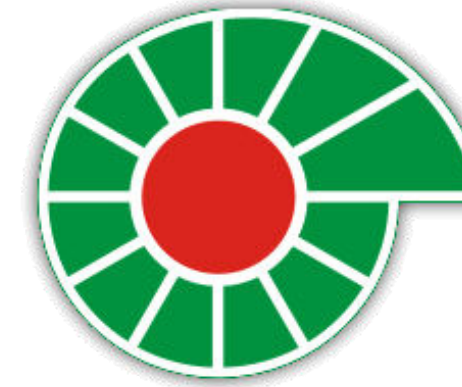
03



Skills are
relevant

90% of jobs are seen to
require digital skills in
the future (European
Commission, 2017)

PEOPLE = CULTURE



شركة تنمية نفط عُمان
Petroleum Development Oman

CULTURE PROBLEM at Scale

Reinforcing Positive Culture on
Behaviour Based Safety



PDO's Vision

Build a Consolidated platform which would serve as benchmark for contractor pre qualification for QHSE

TREND CORRECTION

PDO was looking to reverse the trend of increasing LTIs by reinforcing positive sentiments towards a truly Behaviour Based Safety System

IMPROVE NON CONFORMANCE

Consolidate Tracking under a single Banner and enable collaborative learning across streams



DIGITAL MANAGEMENT



Setup Engagement

Dedicated Contractor Engagement teams were setup 12 months prior to the roll out of the Platform

Feedback & Augmentation

Visible and Structured Feedback Loops were put in place



The Digital Platform was designed keeping psychological, behavioural and situational factors

IHTIMAM OBSERVATION CARD

DISCIPLINE



PDO Directorate *	<input type="text"/>	
Company / Department *	<input type="text"/>	
Discipline *	<input type="text"/>	
Location *	<input type="text"/>	
Specify More	<input type="text" value="Specific Location and/or Activity"/>	
Observer Name	<input type="text"/>	<input type="text" value="--Select--"/>
Date & Time Observed *	<input type="text" value="📅"/>	<input type="text" value="⌇ HH:mm"/>
Send directly to HSE Manager	<input type="checkbox"/>	
Attachment (Max 5MB)	<input type="button" value="Choose file"/>	

Behaviors	Number of People	
	#Safe	#Unsafe
What did you see?		

A

Clear Vision

PDO worked with MACS-G team to build well defined strategy



85+ Contractors use the Platform

B

Engagement Teams

PDO built teams for business requirement, deployment and feedback well in advanced



More than 500,000 cards reported

C

Analytics

Reporting and Dashboarding was kept an evolving target

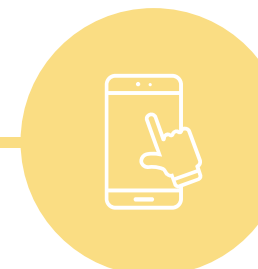


Resulted in reduction of 50 % LTIs within the PDO Umbrella

D

Learning Culture

The Project was planned as a 5 year growth experience continuously improving via positive reinforcement



More than 25,000 users use the platform

Key Influencing Factors

PDO prioritised long term goals over short term realisation by focusing on the End User



المزروعي لخدمات الطاقة
Mazrui Energy Services

PEOPLE PROBLEM at scale

Deploying in a diverse and multi
cultural environment



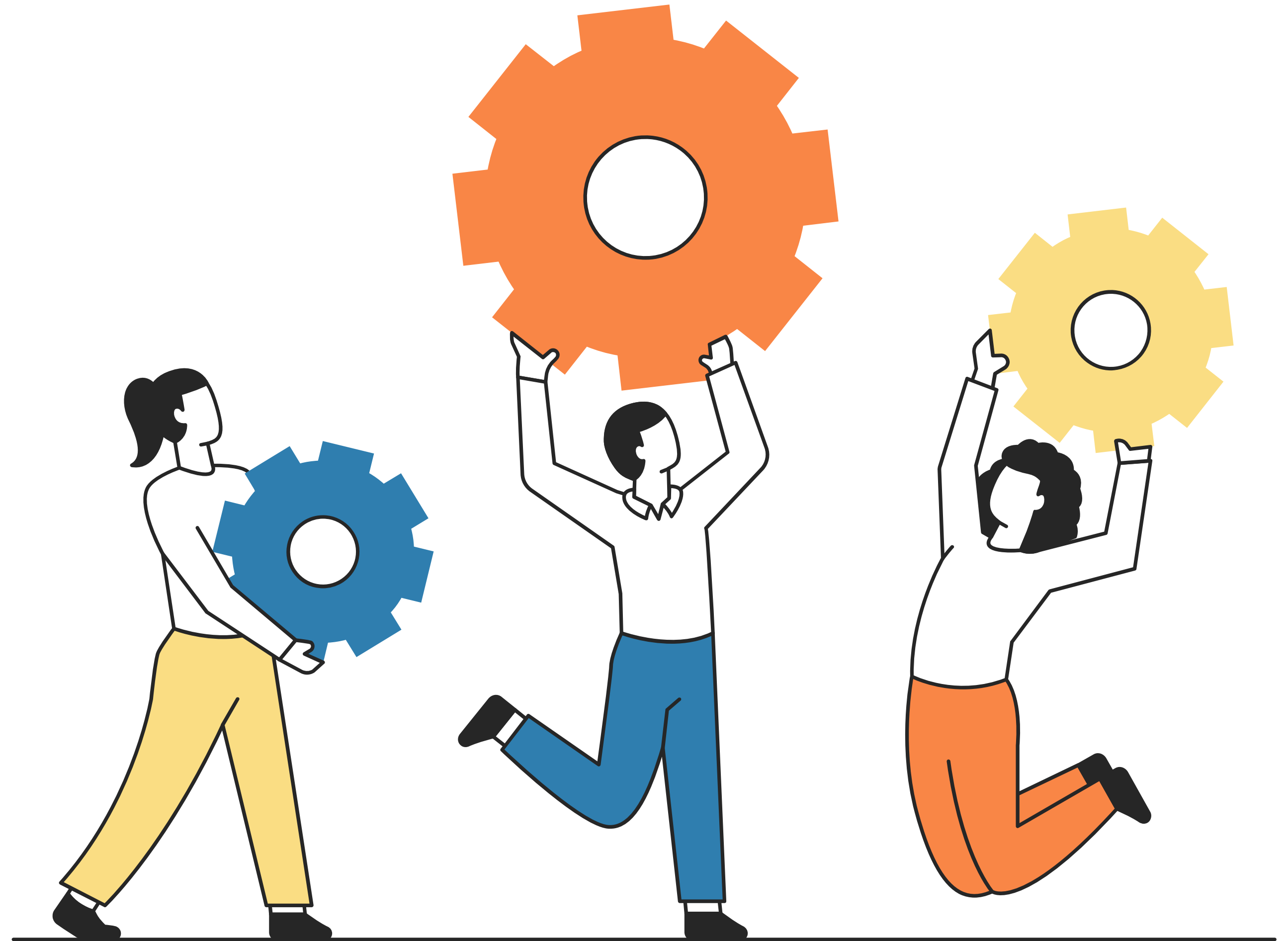
CENTRALISED MANAGEMENT

MES Vision was to bring their entire QHSE processes under 'Single & Structured' Management

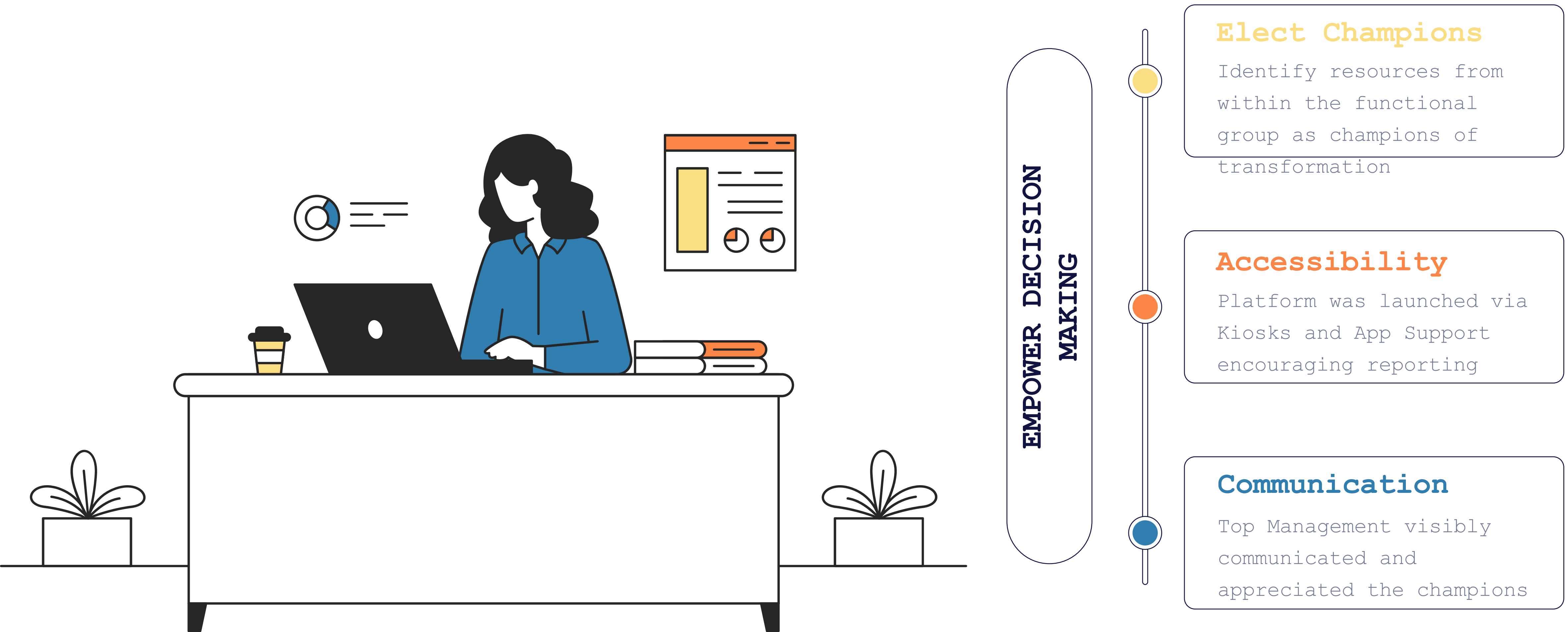


DIVERSE WORKFORCE

Nature of the Operations meant a very demographically diverse workforce



Achieve Paperless QHSE Management



Leaders for Transformation were chosen from within the operational group to build Trust and Acceptance



username

password

GO

☐ Remember me

[Forgot password?](#)

Business Unit

MINT

From Period

08/31/2021

To Period

08/31/2022

Show

- MES
 - MNB Precision
 - PPC - Petrochem Performance Chemicals
 - RAMCO - UAE (JV)
 - SCM - Sichem
 - SEW - Sigma Engineering Works
 - SIGMA Group
 - SOF - Sigma Oilfield
 - SSI - Sigma Specialized Inspections
 - TSME - Total Solutions Middle East

View >

PENDING ACTION ITEMS - PERSONAL

0

OPEN
View >

PENDING ACTION ITEMS - MINT

31

OVERDUE
OPEN
View >

ACTION ITEMS - MINT

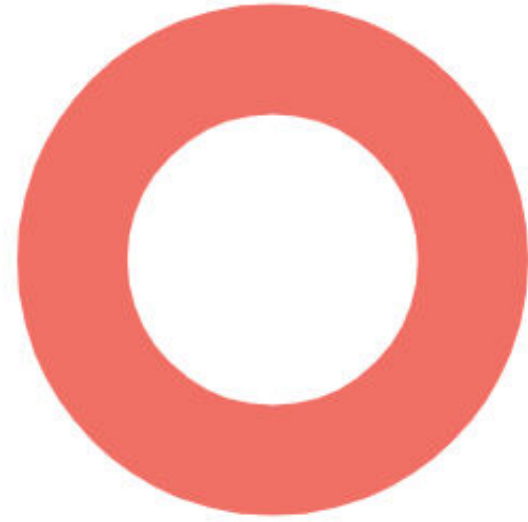
Approval Pending(0) Close(29)
Open(17)



View >

ACTION ITEMS - PERSONAL

● Approval Pending(0) ● Close(0)
● Open(2)



[View >](#)

CUMULATIVE ACTION ITEMS - PERSONAL

2
OVERDUE
[View >](#)

2
OPEN
[View >](#)

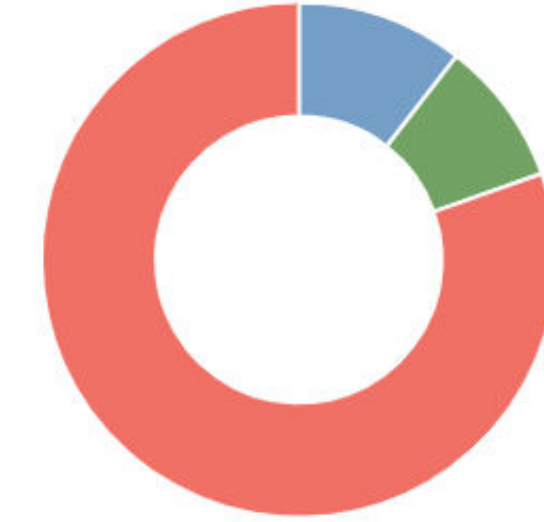
CUMULATIVE ACTION ITEMS - DEFAULT GROUP

114
OVERDUE
[View >](#)

115
OPEN
[View >](#)

ACTION ITEMS - DEFAULT GROUP

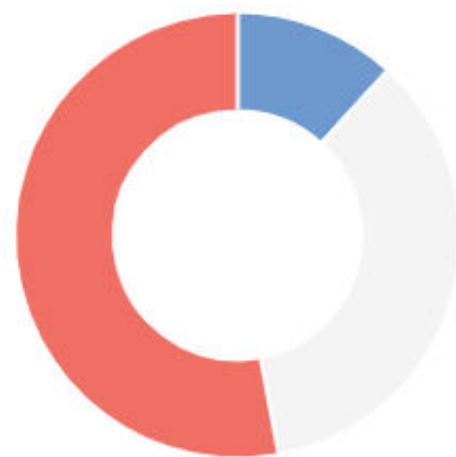
● Approval Pending(15) ● Close(13)
● Open(115)



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HSE INCIDENTS

● Approval Pending(2) ● Close(0)
● NoA(6) ● Open(0)
● Overdue(9)



[View >](#)

HSE INVESTIGATIONS

● Approval Pending(0) ● Close(1)
● NoA(1) ● Open(0)
● Overdue(2)



[View >](#)

MEETINGS

● Approval pending(3) ● Close(1)
● NoA(16) ● Open(0)
● Overdue(11)



[View >](#)

15

Companies using
Aegis Platform

Average Daily
Transactions

100+

100 %

Increase in Reporting
through Aegis Digital
Platform

75%

Increase in Non
Conformance Closure
Rate and Compliance



Key KPIs Achieved

70%

Organisations have a digital transformation strategy or are working on one (PTC, 2019).

TECHNOLOGY PARTNER

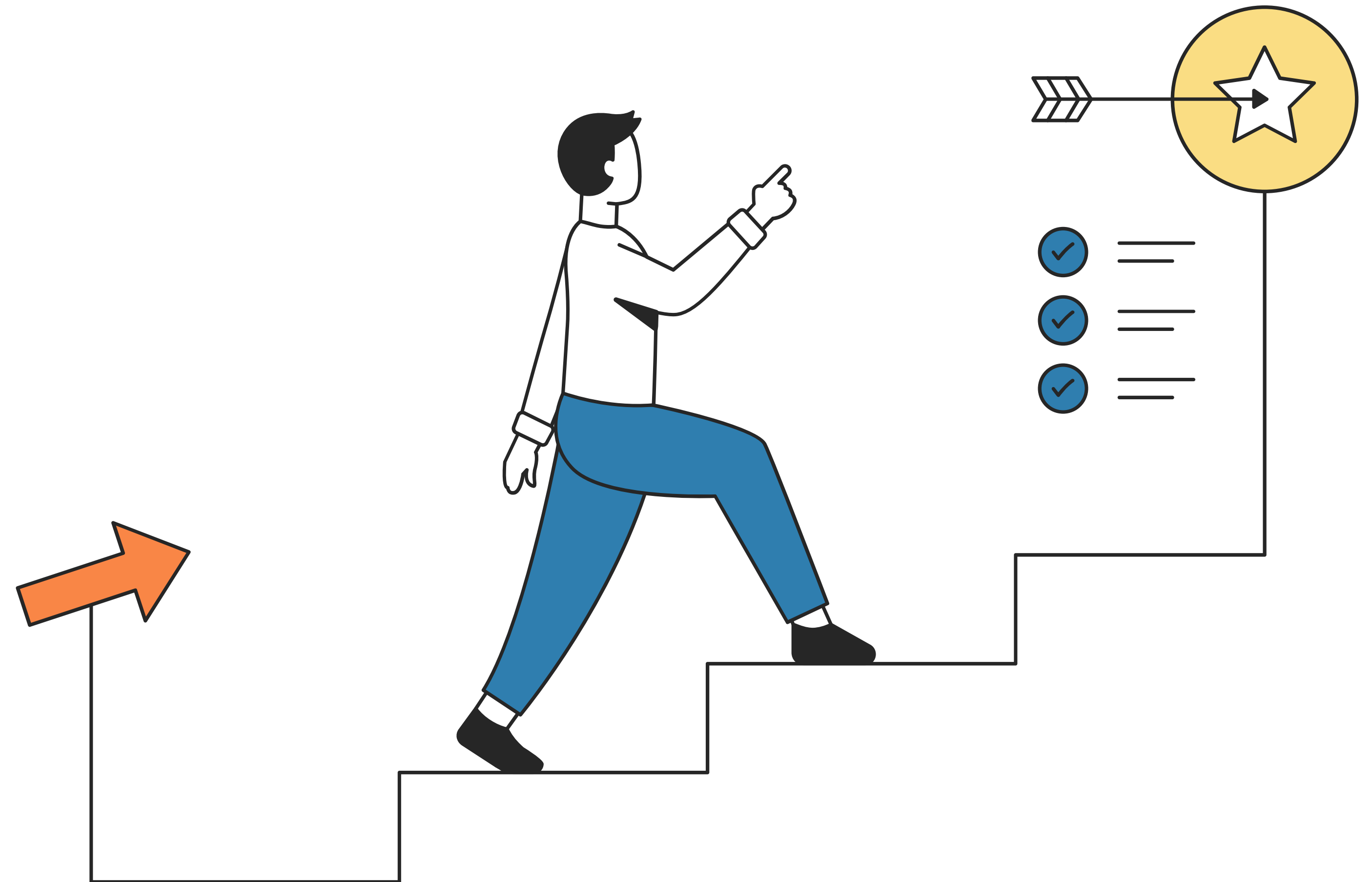
89% of heads of IT said they increasingly need to rely on advisors in order to navigate new technologies, processes, and methodologies (CIO, 2018)

BUILD CAPABILITY

67% company CIOs said they were more advanced in using technology than their peers before the crisis (McKinsey, 2020)

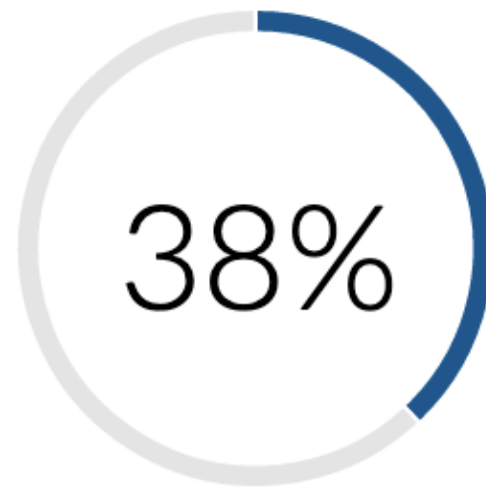
MANAGEMENT ALIGNMENT

78% of heads of IT said they are communicating with the board of directors more than ever before (CIO, 2020)

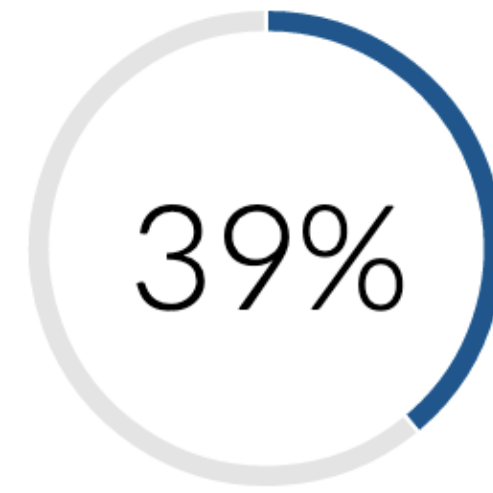


Statistics for Growth

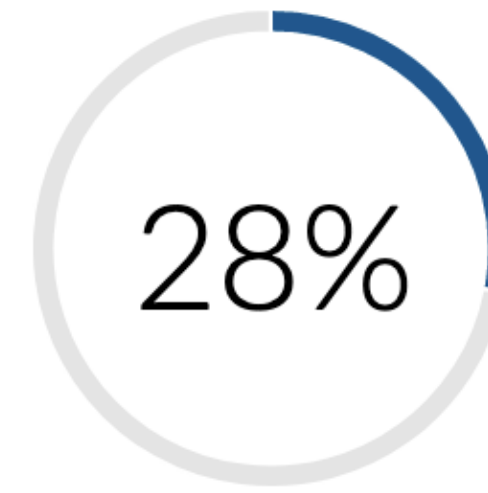
C-Suite and Digital Transformation Management



of executives plan to invest more in technology



of CEOs placed DX as top priority for their CIOs



of CIOs own or sponsor DX initiatives

Source: Mckinsey, CIO, Futurum



71%

Executives say the workforce is either very or essential to their digital transformation strategy
(Industry Week, 2018)

Q & A