

Design for Influence

A Systems Approach to Trust in Process Safety

Marieke Bleyenbergh – Founder Be Human Be Safe





[New behavior | Large Scale Change | Gedragsverandering](http://www.newbehavior.nl)

www.newbehavior.nl



www.copprocesssafety.com

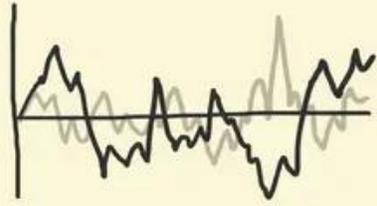




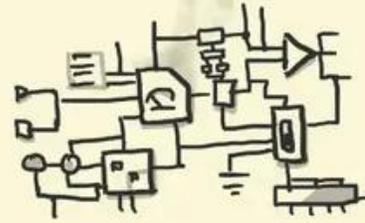
You present
a solid technical case
yet leaders defer or ignore it.



Their world has changed
and so must your approach.



VOLATILITY



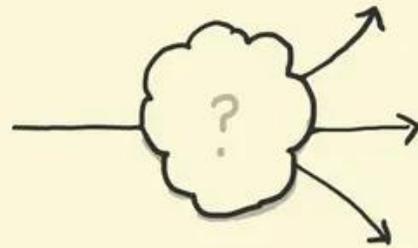
COMPLEXITY

We live
in a

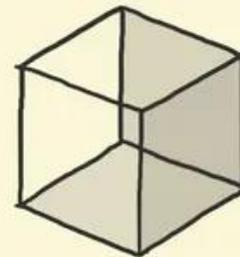
VUCA

world

UNCERTAINTY



AMBIGUITY



sketchplanations

The New Landscape of Process Risk

- Economic volatility
- Material shortages
- Labor gaps
- ESG pressure

These shift the conditions under which we operate safely.

Design Assumptions Drift – The Hidden Risk



Flare sizing, spares, staffing, specs.



What if those assumptions no longer hold?



That's where silent risk grows.

What you say

“Here’s the risk matrix.”

“It’s not compliant.”

“Minimum wall thickness, RBI, LOPA...”

“This must be replaced.”

What leaders hear

API standards, LOPA, matrices

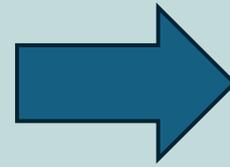
Technical, acronym-heavy

Defensive, one-way

“Just saying no”



TURBULENT FLOW



LAMINAR FLOW



F – Frame

L – Link

O – Optimize

W – Work

F.L.O.W.[™] Model

FRAME
the context

Understand the pressures and priorities
your decision-makers are facing



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Understand the pressures and priorities
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LINK
to drivers

Connect your safety message to business
drivers like uptime, ESG, and reputation



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Keep it focused, outcome-based, and
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Connect your safety message to business drivers like uptime, ESG, and reputation

OPTIMIZE
the message

Keep it focused, outcome-based, and accessible—avoid jargon

WORK
the relationship

Build trust and visibility before the next crisis



What you say

Technical Push

F.L.O.W. Approach

F – Frame the Context

“Here’s the risk matrix.”

“Here’s how this fits in the current pressures.”

L – Link to Drivers

O – Optimize the Message

W – Work the Relationship



This helps us avoid downtime + supports ESG.”

If it fails, we lose 10–14 days. If we plan now, we save costs.”

I know we’re under pressure. Let’s find the best timing together.”



What leaders hear



Technical Push

Focus	API standards, LOPA, matrices
Language	Technical, acronym-heavy
Tone	Defensive, one-way
Perception	“Just saying no”



Closing – Be Human Be Safe



- Influence needs a systemic approach.
- Safety isn't static, it's contextual.

F.L.O.W.™ helps you stay

- ✓ Relevant
- ✓ Build trust
- ✓ Lead safety conversations with clarity

You now have a method you can use right away to stay visible and get support, especially when the pressure is on.

FREE F.L.O.W.TM GUIDE



F – Frame

L – Link

O – Optimize

W – Work

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www.behumanbesafe.nl

or

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