

# 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](http://www.newbehavior.nl)



[www.copprocesssafety.com](http://www.copprocesssafety.com)





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

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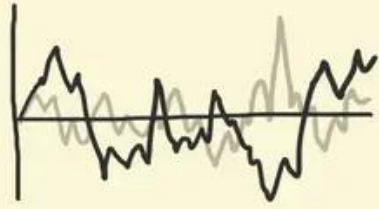




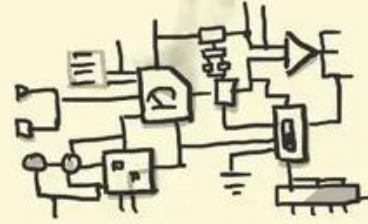


Their world has changed  
and so must your approach.

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VOLATILITY



COMPLEXITY

We live  
in a

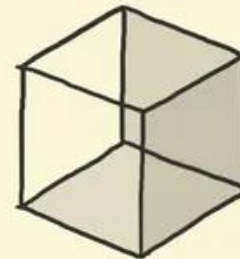
VUCA

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.

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# What you say

“Here’s the risk matrix.”

“It’s not compliant.”

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

“This must be replaced.”

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# What leaders hear

API standards, LOPA, matrices

Technical, acronym-heavy

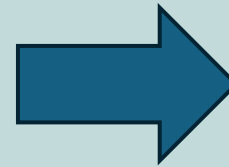
Defensive, one-way

“Just saying no”

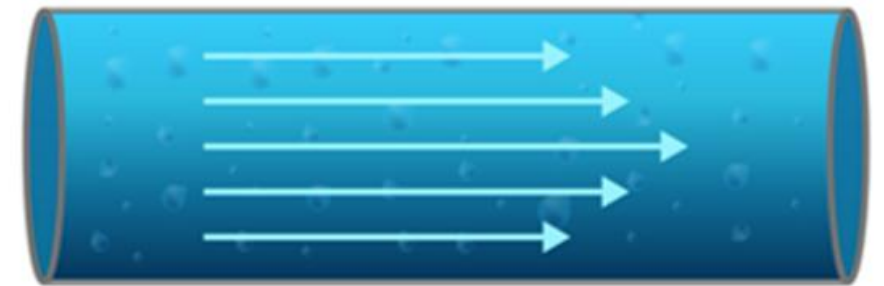
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**TURBULENT FLOW**



**LAMINAR FLOW**



## F.L.O.W.™ Model

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F – Frame

L – Link

O – Optimize

W – Work

**FRAME**  
the context

Understand the pressures and priorities  
your decision-makers are facing





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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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**WORK**  
the relationship

**Build trust and visibility before the next  
crisis**



# What you say

## Technical Push

F – Frame the Context

“Here’s the risk matrix.”

L – Link to Drivers

O – Optimize the Message

W – Work the Relationship

## F.L.O.W. Approach

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

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”              |

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# 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.

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# FREE F.L.O.W.™ GUIDE



F – Frame

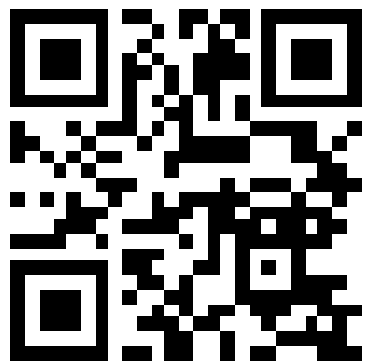
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or

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 **Be Human<sup>®</sup>**  
**Be Safe**

