Safety Culture Cards

The facilitation deck leaders use to build safety ownership

You have built a strong H&S team, program, and set expectations, but your safety culture isn't maturing as expected. Roger Bresden's Value Connection cards help safety leaders to build ownership.

Order Value Connection Cards | Free Maturity Check

Trusted by

bp | energy institute | PROCESS BAY NEXTGEN CONSULTING | GPCA Global Private Capital Association | SureWerx

40+ years
Global HSE leadership across five continents

80k workers
Workers covered across high-hazard operations worldwide

10x reduction
Incident rate reduction achieved in high-hazard operations

Technical strength covers 16% of what the role requires

84% | 16%

Coaching | Psychological Safety | Cultural Accountability

Technical Strength

Leaders are moved into safety roles because they are technically strong and dedicated. But the other 84%: coaching, psychological safety, and cultural accountability: must be taught and learned. A leader who coaches shapes decisions made when nobody is watching.

The StrataSphere® Model

From reactive compliance to transformational safety

Built on 40 years of global HSE leadership across five continents, the StrataSphere Safety Improvement Model correlates culture maturity with measurable incident reduction across five organizational pillars and 25 operational values.

Value Connection Safety Cards

32 physical cards that turn routine safety talks into structured culture dialogues

$299 CAD

Built for safety directors and operations executives to equip plant managers, superintendents, and committee chairs with structured 10-minute culture dialogues. Zero prep required.

Order Cards

✓ 32 cards ✓ No prep required ✓ Digital Guide Included

Flip to back

What's included

Strategic Direction

Aligns corporate safety objectives and executive vision directly with core business strategy and frontline shift decisions.

6 cards

Governance

Establishes management systems, compliance verification, risk registers, and accountability controls that operate independently of individuals.

6 cards

Work Environment

Audits physical workplace conditions, process safety integrity, engineered hazard barriers, and operational discipline.

6 cards

Workforce

Builds team competency, psychological safety, and peer-to-peer intervention so workers stop unsafe work without hesitation.

6 cards

Leadership

Focuses on authentic leadership presence, active coaching, and aligning executive actions with stated values to eliminate cultural disconnects.

6 cards

Facilitation System

One Master SIM architecture card mapping the 4-stage ladder, plus one rapid-reference card with session timing and group sizing rules.

2 cards

How to use

Direct Leadership Sessions

Used in face-to-face discussions with direct reports to spark honest dialogue and active engagement.

Practical 25-Aspect Rollout

Guides, drives, and facilitates the step-by-step implementation of each StrataSphere aspect across operations.

Culture & Performance Gains

Delivers the full benefits of the model, maturing your safety culture and breaking performance plateaus.

About the cards

Price & Shipping

$299 CAD + applicable taxes & shipping from Qualicum Beach, BC.

Cards

Developed by Roger Bresden with over 40 year of HSE experience, using the StrataSphere® Model.
32 cards total:

- 1 how-to card
- 5 Level Facilitation Cards (one per level), and
- 25 Aspect Cards (5 per level)

Who it's for

- For executives and senior leadership to drive strategic direction and build an effective governance framework.
- For senior leadership and mid-level leaders to manage hazard and risk and ensure a prepared workforce.
- For front-line leaders to sustain daily culture ownership

Increase Safety Maturity

Lead your safety culture with the Value Connection cards

Each level targets five specific cultural values. Five cards per section, plus two facilitation blueprints and five digital companion guides.

See Value Connection Cards | Free Maturity Check

The Full System

The cards are where most organizations start

For deeper work, Bresden Ventures runs three phases. You can start with just the cards and add phases as you grow.

1. Immediate Action

Find out exactly where you stand

Free Culture Maturity Check: 8 minutes. Immediate stage score.

Free Maturity Check

2. Build

Build the competencies compliance courses skip

LeadSmart safety leadership training builds the 84%.

Ask about LeadSmart

3. Sustain

Keep all 25 values active across every leadership tier

Value Connection Cards provide the roadmap, structured around 15-minute leader-to-leader sessions across every tier of the organization.

Order Cards

What safety leaders say

"His ability to connect boardroom strategy with field-level execution is extraordinary. Roger does not just advise. He transforms how people lead safety at every level."

Diane Chadwick-Jones
Senior Safety Leader, BP

"A rare combination of technical depth, frontline credibility, and executive presence."

Dr. Dan Snyder
Safety Mentor Founder

"ProcessBay is proud to partner with Roger and Bresden Ventures to enhance HSE services across Saudi Arabia."

Jamal Khan
CEO, ProcessBay

Commonly asked questions

- What is the Safety Leadership Gap?
- What are the four stages of a typical safety culture maturity model?
- Can I use Value Connection Cards without a consulting engagement?
- What is the StrataSphere model?
- How long until measurable results?
- Which industries does Bresden Ventures International serve?

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Want to talk directly with Roger? Book a Call

Bresden Ventures International

Bresden Ventures is a leader in safety culture frameworks and facilitation cards, led by Roger Bresden with 40+ years of HSE experience.

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