



"An immersive, practical, and results-driven session to evaluate your current food safety culture and design a customized strategic action plan for impactful transformation guided by an industry-leading expert."



CERTIFIED FOOD SAFETY CULTURE PROFESSIONAL (CFSCP)

4 DAYS MANAGEMENT LEVEL TRAINING AND CERTIFICATION PROGRAM

LEADING COMPLIANCE, TRUST, AND
OPERATIONAL EXCELLENCE ACROSS THE
FOOD CHAIN

During this exclusive session, you
will have the opportunity to conduct
a comprehensive Food Safety
Culture Assessment of your
organization absolutely
100% FREE OF COST as part of the
training contract with **BEMCON**



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PROGRAM OBJECTIVE:

This intensive, industry-recognized certification equips operational leaders across the food supply chain (agriculture, manufacturing, retail, logistics, and hospitality) with the strategic mindset, tools, and leadership skills to build, sustain, and optimize a proactive food safety culture. Designed for managers and decision-makers, the program transforms compliance into a competitive advantage by aligning safety practices with organizational growth, brand reputation, and risk resilience.

When employees, managers and leaders feel personally committed to food safety, they will **DO THE RIGHT THING EVEN WHEN NO NOBODY IS WATCHING**, and **WHEN IT IS NOT THE CHEAPEST OR FASTEST APPROACH**. A strong organizational culture can help create and sustain commitment. Over time, food safety practices become the normal way of doing things and a source of personal pride.



Based on the assessment results, you will then develop a tailored Food Safety Culture Development Plan for your organization, with expert guidance from our Lead Tutor. This hands-on approach ensures that you leave with actionable, customized strategies to elevate your organization's food safety culture to world-class standards.



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WHY THIS PROGRAM STANDS APART:

PRECISION ASSESSMENT

Leverage a proprietary, data-driven diagnostic framework to uncover granular insights into your organization's cultural strengths, gaps, and hidden risks. Engage stakeholders at all levels C-suite leaders, managers, supervisors, and operational staff to capture a 360-degree view of your food safety maturity.

STRATEGIC TRANSFORMATION BLUEPRINT:

Translate assessment findings into a customized 3-5 Year Excellence Roadmap, meticulously structured to align with global benchmarks (FSSC 22000, BRCGS Food Safety, SQF, IFS etc.) and your unique operational goals. This actionable plan drives measurable, incremental progress turning compliance into innovation and risk into resilience.

GLOBAL EXPERTISE, LOCAL IMPACT:

Access tools and methodologies refined by world-renowned food safety leaders, designed to harmonize with diverse regulatory landscapes and organizational cultures.

This is not merely a certification program—it is your organization's strategic roadmap to redefine food safety as a competitive advantage.

Developed by global experts, this cutting-edge program equips you with an industry-leading diagnostic tool to rigorously assess your current food safety culture across every tier of your organization from executives to frontline teams.



**ELEVATE YOUR ORGANIZATION
TO WORLD-CLASS FOOD
SAFETY EXCELLENCE: A
TRANSFORMATIVE JOURNEY
BEYOND TRAINING**



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COURSE OUTLINE:

DAY 1: BUILDING FOUNDATIONAL KNOWLEDGE & AWARENESS:

MODULE 1.1: UNDERSTANDING ORGANIZATIONAL CULTURE

- 1.1.1. **DEFINING CULTURE:** Values, beliefs, behaviors, and norms.
- 1.1.2. How culture drives decision-making and operational outcomes.
- 1.1.3. **CASE STUDY:** Cultural failures in food safety incidents (e.g., contamination outbreaks).
- 1.1.4. **PRACTICAL EXERCISE:** Group brainstorming – “Map your organization’s cultural traits impacting safety.”
- 1.1.5. **DELEGATE QUIZ:** List 3 cultural elements that directly influence food safety compliance.

MODULE 1.2: INTRODUCTION TO FOOD SAFETY CULTURE

- 1.2.1. Definition and 5 Pillars of Food Safety Culture (Leadership, Communication, Accountability, Learning, Adaptability).
- 1.2.2. **THE BUSINESS CASE:** Cost of poor culture vs. ROI of proactive systems.
- 1.2.3. **GLOBAL MATURITY MODELS:** From reactive to predictive cultures.
- 1.2.4. **PRACTICAL EXERCISE:** Self-assessment – “Rate your organization’s culture on a 1-5 scale.”
- 1.2.5. **DELEGATE QUIZ:** True/False: Food safety culture is solely the responsibility of QA teams.”

MODULE 1.3: CURRENT STATE ASSESSMENT TOOLS & TECHNIQUES

- 1.3.1. Quantitative vs. qualitative assessment methods (surveys, interviews, audits).
- 1.3.2. **ENGAGING ALL TIERS:** Leadership alignment sessions, frontline focus groups.
- 1.3.3. Identifying gaps in resources, training, and accountability.
- 1.3.4. **PRACTICAL EXERCISE:** Conduct a “Culture Snapshot” using a simplified diagnostic tool.
- 1.3.5. **DELEGATE QUIZ:** “What are the 3 critical data points for a baseline assessment?”

DAY 2: STRATEGIC FRAMEWORKS & BEHAVIORAL CHANGE:

MODULE 2.1: LEADERSHIP’S ROLE IN CULTURAL TRANSFORMATION

- 2.1.1. **POLICY DEVELOPMENT:** Aligning food safety with organizational vision.
- 2.1.2. **BUDGETING FOR CULTURE:** Allocating resources for training, technology, and rewards.
- 2.1.3. **CASE STUDY:** How a global manufacturer reduced recalls by 60% through leadership alignment.
- 2.1.4. **PRACTICAL EXERCISE:** Draft a 1-page leadership pledge for food safety culture.
- 2.1.5. **DELEGATE QUIZ:** “Name 2 ways leaders can model food safety behaviors daily.”

MODULE 2.2: EMPLOYEE ENGAGEMENT & OWNERSHIP

- 2.2.1. **BEHAVIORAL PSYCHOLOGY:** Motivating staff to adopt safety as a habit.
- 2.2.2. Designing incentive programs (recognition, gamification).
- 2.2.3. Micro-learning strategies for frontline teams (e.g., 5-minute safety videos).
- 2.2.4. **PRACTICAL EXERCISE:** Create a “Safety Champion” role description for your organization.
- 2.2.5. **DELEGATE QUIZ:** What percentage of employees must be engaged to drive cultural change?”

MODULE 2.3: COMMUNICATION & BREAKING SILOS

- 2.3.1. Multi-channel communication: Digital dashboards, safety bulletins, huddles.
- 2.3.2. Bridging gaps between departments (QA, Operations, HR, Supply Chain).
- 2.3.3. Crisis communication: Transparent messaging during audits or recalls.
- 2.3.4. **PRACTICAL EXERCISE:** Role-play a cross-departmental meeting to resolve a cultural barrier.
- 2.3.5. **DELEGATE QUIZ:** “Which communication tool is most effective for shift workers?”

DAY 3: RISK MITIGATION, ACTION PLANNING & IMPLEMENTATION

MODULE 3.1: RISK-BASED FOOD SAFETY CULTURE

- 3.1.1. **IDENTIFYING CULTURAL RISK ZONES:** High turnover, language barriers, complacency.
- 3.1.2. **HUMAN ERROR REDUCTION:** Training, checklists, and error-proofing tools.
- 3.1.3. **CASE STUDY:** A dairy plant’s success in reducing contamination through cultural risk mapping.
- 3.1.4. **PRACTICAL EXERCISE:** Map risks to a production process (e.g., packaging line).
- 3.1.5. **DELEGATE QUIZ:** “What is the #1 human factor causing food safety breaches?”

MODULE 3.2: ROADMAP DEVELOPMENT & RESOURCE ALLOCATION

- 3.2.1. **PRIORITIZING ACTIONS:** Quick wins (3 months) vs. systemic changes (3-5 years).
- 3.2.2. **BUDGET PLANNING:** Cost of training, technology, audits, and certifications.
- 3.2.3. Aligning with global benchmarks for continuous improvement.
- 3.2.4. **PRACTICAL EXERCISE:** Build a 12-month action plan with milestones and owners.
- 3.2.5. **DELEGATE QUIZ:** “What does ‘SMART’ stand for in goal-setting?”

MODULE 3.3: CROSS-FUNCTIONAL COLLABORATION

- 3.2.1. **ENGAGING HR:** Integrating food safety into hiring, onboarding, and KPIs.
- 3.2.1. **ROLE OF MIDDLE MANAGERS:** Translating strategy into daily workflows.
- 3.2.1. **SUPPLIER AND CONTRACTOR ALIGNMENT:** Extending culture to the supply chain.
- 3.2.1. **PRACTICAL EXERCISE:** Design a supplier culture assessment checklist.
- 3.2.1. **DELEGATE QUIZ:** “Name 3 KPIs to measure cross-functional collaboration.”

DAY 4: SUSTAINING EXCELLENCE, CRISIS READINESS & CERTIFICATION

MODULE 4.1: MONITORING, AUDITING & CONTINUOUS IMPROVEMENT

- 4.1.1. **KEY PERFORMANCE INDICATORS (KPIs):** Near-miss reporting, audit scores, training completion.
- 4.1.2. **INTERNAL AUDITS:** Focus on cultural health, not just compliance.
- 4.1.3. **TECHNOLOGY TOOLS:** Real-time data dashboards, predictive analytics.
- 4.1.4. **PRACTICAL EXERCISE:** Simulate an audit interview with a frontline supervisor.
- 4.1.5. **DELEGATE QUIZ:** “Which KPI indicates a strong reporting culture?”

MODULE 4.2: CRISIS MANAGEMENT & BRAND RESILIENCE

- 4.1.5. **RECALL SIMULATIONS:** Team roles, decision trees, stakeholder communication.
- 4.1.5. **POST-CRISIS RECOVERY:** Rebuilding trust through transparency and action.
- 4.1.5. **CASE STUDY:** How a snack company turned a recall into a brand loyalty opportunity.
- 4.1.5. **PRACTICAL EXERCISE:** Draft a 24-hour crisis communication plan for a contamination event.
- 4.1.5. **DELEGATE QUIZ:** “What is the first step in a recall escalation process?”

MODULE 4.3: CERTIFICATION EXAM & CAPSTONE PROJECT

- 4.1.5. **WRITTEN EXAM:** Scenario-based questions (e.g., How would you address a resistant leader?).
- 4.1.5. **CAPSTONE PRESENTATION:** Present your 3–5-year roadmap to a panel for feedback.
- 4.1.5. **FINAL QUIZ:** Recap of core concepts (e.g., “Define psychological safety in food safety culture”).

KEY PROGRAM FEATURES:

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| 1. DAILY PRACTICAL TOOLS: <ul style="list-style-type: none">Gap analysis templates.Risk mapping matrices.Communication plan frameworks. | 2. DELEGATE ENGAGEMENT: <ul style="list-style-type: none">Quizzes, role-plays, and peer feedback sessions.Real-world case studies from multiple food sectors (dairy, meat, retail). | 3. CERTIFICATION: <ul style="list-style-type: none">Validates expertise in leading cultural transformation aligned with global standards. |
|--|---|--|

ENROLL NOW TO EQUIP YOUR TEAM WITH THE SKILLS TO TURN FOOD SAFETY INTO A STRATEGIC ASSET!



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WHAT SKILLS WILL YOU MASTER?

By completing this program, you will gain practical, actionable expertise to lead cultural transformation across your organization. Here's how we equip you for success:

DEFINE & OPERATIONALIZE FOOD SAFETY CULTURE:

- Master the GFSI-endorsed framework to decode what a "culture of food safety" truly means in practice.
- Learn to align your organization's values with global standards to drive compliance and consumer trust.

QUANTIFY THE ROI OF A POSITIVE CULTURE:

- Measure the impact of culture on operational efficiency, recall reduction, and brand loyalty.
- Use case studies to demonstrate cost savings and risk mitigation to executives.

LEAD EXECUTIVE BUY-IN:

- Craft compelling business cases to secure leadership commitment and resources.
- Align food safety culture with corporate KPIs (e.g., audit scores, customer retention).

BENCHMARK AGAINST HIGH-PERFORMING ORGANIZATIONS:

- Reverse-engineer success stories from industry leaders to accelerate your cultural maturity.
- Use maturity models to identify gaps and prioritize actions.

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ANALYZE RETENTION'S ROLE IN CULTURAL STABILITY:

- Diagnose how employee turnover weakens safety protocols and increases risk.
- Implement retention strategies that foster loyalty and accountability.

ENGAGE EMPLOYEES AT EVERY LEVEL:

- Deploy evidence-based techniques to involve frontline teams in safety ownership (e.g., micro-learning, gamification).
- Design feedback loops that empower employees to report issues without fear.

IMPLEMENT GFSI'S 5 CULTURAL DIMENSIONS:

- Map Leadership, Communication, Accountability, Learning, and Adaptability to your organization's audit-ready processes.

LEVERAGE TINY HABITS FOR BIG IMPACT:

- Apply behavioral psychology to reinforce habits like handwashing compliance and checklist adherence.
- Turn minor daily actions into systemic cultural strengths.



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BUILD A 3-5 YEAR CULTURE ROADMAP:

STEP-BY-STEP PLAN DEVELOPMENT:

1. ASSESS:

Conduct a GFSI-aligned cultural audit using surveys, focus groups, and leadership interviews.

2. GOAL-SETTING:

Define SMART objectives (e.g., "Reduce human-error incidents by 30% in 12 months").

3. EXECUTE:

Mobilize cross-functional teams with clear roles, budgets, and timelines.

4. MEASURE:

Track progress via KPIs like near-miss reporting rates and audit scores.

5. ADAPT:

Pivot strategies using real-time data and post-incident root-cause analysis.



PRACTICAL LEARNING OUTCOMES:

1. DESIGN A CUSTOM CULTURE PLAN:

Leave with a ready-to-deploy roadmap tailored to your organization's unique risks and goals.

Tools provided: Gap analysis templates, KPI dashboards, and leadership engagement scripts.

2. LEAD MOCK AUDITS & CRISIS SIMULATIONS:

Practice responding to GFSI audit scenarios and contamination crises to build resilience.

3. CERTIFICATION THAT VALIDATES EXPERTISE:

Prove your ability to bridge the gap between policy and practice, positioning yourself as a strategic leader.



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TRAINING PLAN



DAMMAM
JULY 06-09, 2025
SUNDAY - WEDNESDAY



RIYADH
JULY 13-16, 2025
SUNDAY - WEDNESDAY



JEDDAH
JULY 20-23, 2025
SUNDAY - WEDNESDAY



NEOM
JULY 27-30, 2025
SUNDAY - WEDNESDAY



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FOR FURTHER DETAIL AND REGISTRATION, PLEASE CALL OR
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