

Masterclass Portfolio

Turning Insight into Action.

Ulf Abrahamssons Masterclasses are designed as a direct continuation of the keynotes.

While the speeches create awareness, reflection and understanding, the masterclasses transform insight into practical behavior, ownership and lasting impact.

Each masterclass deepens the learning by focusing on real situations, human behavior and practical tools that participants can immediately apply in their daily work.

How the Masterclasses Work

SafeTrust Masterclasses are highly interactive sessions delivered over approximately two hours, ideally to groups up to around 30 participants.

They are primarily delivered in person, but can also be effectively facilitated online when required.

Each masterclass includes:

Guided group discussions linked directly to the preceding lecture

Scenario-based exercises from real operational, maritime, offshore or industrial contexts

Practical behavioral tools and reflection models

The sessions are designed to be engaging, relevant and directly applicable to everyday work.

What Participants Gain from the Masterclass

Across all masterclasses, participants leave with:

Practical actions they can apply immediately.

Clear and simple behavioral frameworks.

Improved awareness of human factors and decision-making.

Increased confidence to observe, speak up and take ownership.

A shared language for safety, behavior and responsibility.

The masterclasses turn understanding into behavior — and behavior into culture.

Masterclasses

3S – Soft Skills for Safety

Hard results with soft skills

This masterclass builds on the 3S – Soft Skills for Safety keynote and focuses on how communication, interaction and everyday behavior influence safety, quality and operational performance.

Following the masterclass, participants deepen their understanding of soft skills by working with:

How communication, tone and timing affect safety-critical outcomes.

Behavioral signals that often precede errors or misunderstandings.

Practical tools for improving dialogue, feedback and cooperation.

Increased awareness of how small behaviors shape trust and safety.

The masterclass supports the transition from knowing that soft skills matter to using them deliberately in daily work.

Who This Masterclass Is For

Operational teams in safety-critical environments
Supervisors, team leaders and frontline leaders
HSEQ professionals and safety trainers

When to Use This Masterclass

Ideal as a follow-up to the 3S – Soft Skills for Safety keynote when the organization wants to strengthen communication, collaboration and behavioral awareness.

Masterclass:

Silent Deviations – From Hidden Risk to Safe Culture

This masterclass deepens the Silent Deviations keynote helping participants identify and address deviations that gradually become normalized over time.

Participants work practically with:

How silent deviations develop and why they are often accepted.

Methods for detecting hidden risk in everyday work.

Observation and intervention tools that support early action.

Increased confidence to speak up and challenge “the way we’ve always done it”.

The masterclass strengthens the ability to act early — before small deviations escalate into incidents.

Who This Masterclass Is For:

Operational personnel and shift teams

Supervisors, safety leaders and HSEQ functions.

Organizations experiencing recurring deviations or near misses.

When to Use This Masterclass:

Ideal as a follow-up to the Silent Deviations keynote when the organization wants to reduce normalization of risk and strengthen early intervention.

Masterclass:

Safe Esteem – Safety That Starts on the Inside
Inner stability under pressure.

This masterclass builds on the Safe Esteem keynote and focuses on the inner factors that shape behavior under stress, pressure and uncertainty.

Participants gain deeper insight into:

How stress and pressure affect focus and decision-making.

Personal stress responses and behavioral patterns.

Tools for maintaining calm, clarity and judgment.

Strengthening confidence, self-trust and psychological safety.

The masterclass highlights how inner stability directly influences outer behavior and safety.

Who This Masterclass Is For:

Individuals working under pressure and responsibility.

Leaders, supervisors and key operational roles.

Teams where stress and fatigue impact performance.

When to Use This Masterclass:

Ideal as a follow-up to the Safe Esteem keynote when the organization wants to strengthen individual resilience, focus and behavioral consistency.

Masterclass:

The Six Human Safety Needs.

Understanding the drivers behind behavior

This masterclass expands The Six Human Safety Needs keynote by applying the model to real-life behavior, motivation and engagement.

Participants work practically with:

Understanding behavior through human needs rather than assumptions.

Identifying how unmet needs can drive shortcuts or disengagement.

Frameworks for better safety conversations and leadership dialogue.

Increased ability to influence behavior constructively.

The masterclass shifts the focus from correcting behavior to understanding and influencing it.

Who This Masterclass Is For:

Leaders, supervisors and managers

HSEQ professionals and safety influencers

Organizations working with culture, engagement and behavior.

When to Use This Masterclass:

Ideal as a follow-up to The Six Human Safety Needs keynote when the organization wants to strengthen engagement, leadership impact and ownership.

Delivery & Next Step

Duration: ~2 hours

Group size: few up to around 30 participants.

Delivery: In person or online

Masterclasses can be booked individually or as part of a combined learning journey together with the keynotes.

Next Step

Contact me to discuss how the masterclasses can be tailored to your organization, teams and operational reality.

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