



CRISP Pulse

Communication Intelligence for Safety Professionals

Not more communication. Better communication.

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The Problem with Safety Communication

Most organisations already communicate constantly. Briefings, toolbox talks, emails, procedures, meetings. The volume is rarely the issue. What gets lost is the quality of what is being said, the precision with which it is delivered, and whether the people receiving it are in any position to act on it. The Health and Safety Executive identifies communication failure as a contributing factor in the majority of workplace incidents investigated. The information usually exists. What is missing is the clarity to make it land, the intent to make it purposeful, and the conditions in which people feel safe enough to respond honestly.

The answer is not more communication. It is better communication.

WHY CRISP EXISTS

CRISP was developed to give safety professionals a precise, research-grounded tool for understanding and improving the quality of communication in their environment. Not communication in general. The specific behaviours that determine whether a message lands, whether it changes anything, and whether the people around a leader feel safe enough to tell them what is actually happening. The framework is rooted in practical psychology and developed through direct observed experience of how communication breaks down in the real world. Each dimension addresses a specific and identifiable failure point. Not a general weakness. A precise location where messages stop working and behaviour stops changing.

WHAT CAN BE GAINED

A precise understanding of where communication is failing

Not a vague sense that things could be better. A specific, scored picture of exactly which failure points are costing you.

A shared language for communication improvement

The CRISP dimensions give teams and leaders a common vocabulary for discussing and developing communication that most organisations currently lack.

A measurable baseline

You cannot improve what you have not measured. CRISP Pulse establishes where you are so that every change you make can be tracked against something real.

The CRISP Framework

CRISP is a five-dimension framework for professional communication. Each dimension was identified through research and practitioner observation as a distinct point at which communication breaks down in high-risk environments. Together they cover the complete communication transaction, from how clearly the sender has formed their message, through how accessible it is to the receiver, to whether the conditions exist for an honest response to return.

THE FIVE DIMENSIONS

C	Clarity <i>Is this unmistakable?</i>	Measures whether the message that arrived was the one that was sent.
R	Refinement <i>Is anything here unnecessary?</i>	Measures whether every element of a communication earns its place.
I	Intent <i>What outcome am I aiming for?</i>	Measures whether a communicator defines what they want before they speak.
S	Simplicity <i>Will they understand first time?</i>	Measures whether communication is designed for the receiver, not the sender.
P	Probing <i>Do I want agreement or insight?</i>	Measures whether conditions exist for honest, unsolicited dialogue to flow.

The Personal Communication Audit

Understanding that communication matters is not the same as understanding how your own communication is actually working. Most professionals have a general sense of their communication strengths. Very few have examined them precisely. The CRISP Pulse Personal Communication Audit exists to close that gap.

WHY REFLECTION MATTERS

Observation tells you what happened. Reflection tells you why. A leader who watches a safety message fail in the room can see the outcome. What they cannot see, without structured reflection, is which specific dimension of their communication created that outcome. Was the message unclear in their own mind before they spoke? Was it buried in noise that reduced its impact? Was it delivered without a defined behavioural outcome? Was the language wrong for the audience? Or had they created an environment in which nobody felt safe enough to say they had not understood? Each of those is a different problem requiring a different response. Reflection, structured around the right framework, is how you tell them apart.

HOW THE AUDIT WORKS

35 reflective questions across five dimensions

Seven questions per dimension. Each one designed to surface a specific behaviour rather than elicit a general impression. The value depends entirely on honest answers.

A scored profile across all five CRISP dimensions

Each dimension produces a score out of 35. The scores map to six developmental bands from Disconnected through to Confident. The profile shows not just where you are but precisely which dimensions are strongest and where the development opportunity is greatest.

Specific actions built around where you actually are

The output is not generic advice. It is targeted recommendations for the specific band you are in, for each dimension you scored in. Your starting point is built around your actual results.

A baseline for genuine change

A single result tells you where you are. Retaking the audit at 30-day intervals tracks whether anything has actually changed. A trendline is a story. A single score is just a starting point.

FIND OUT MORE

WEBSITE

tpsafety.co.uk/crisp-pulse

Full details and access to the audit

ENQUIRIES

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Work with TP Safety Services directly