

Welcome to SÄKU Conference 2027!



Picture a few days on the picturesque island of Donsö, surrounded by inspiring colleagues, engaging conversations, and fresh ideas. Together with Anna Frost and Joakim Vonasek, we invite you to an exclusive setting and experience, where learning, networking, and personal development take center stage.

Our workshop-driven format remains at the heart of the conference experience, creating space for meaningful dialogue, shared experiences, and new connections across the SÄKU community.

This year, we'll dive into one of safety leadership's most fascinating and important topics: motivation. While leadership literature offers countless models and frameworks, many are built upon the same scientific foundations and raise the same central challenge: how do we inspire people to change and grow?

Together, we'll explore the psychology and science behind motivation, gain a deeper understanding of human behaviour, and discover practical tools that can help us lead change more effectively. Expect new insights, lively discussions, and ideas you can bring back and put into practice right away.

INFORMATION

Date:	Early Meet Up: 14 June, afternoon – evening
	Conference: 15 June, 8:45 CEST – 16 June, 13:00 CEST
Price:	8 500 SEK, plus room charges
Registration:	SÄKU Homepage (www.saku.com)
Location:	Donsö Maritime Training Center, Sweden (www.dmtc.se)
Accommodation:	Kusthotellet Styrso (www.kusthotelletstyrso.se)
	Isbolaget (www.isbolaget.com)

**Tickets are
limited. Book
your space
today!**

Conference Program

What makes people choose safe behaviours? How do we motivate others to embrace change? And what role does leadership play in creating a culture where safety truly thrives?

These are some of the questions we will explore together during this year's conference as we take a fresh and practical look at Safety Leadership, the science of motivation, and the factors that shape human behaviour.



You'll also gain a rare behind-the-scenes perspective from Anna Frost and Joakim Vonasek, who will showcase how the state-of-the-art simulator at the Donsö Maritime Training Centre are used to train Bridge Resource Management for crews from across the globe. Their experiences offer powerful insights into teamwork, communication, decision-making, and leadership under pressure.



Drawing inspiration from the highly safety-focused maritime industry, the conference will provide practical examples and proven approaches that can be adapted to any organisation. Whether you work in manufacturing, energy, transportation, healthcare, or another sector, you'll leave with new ideas and concrete tools to help move your safety culture forward.

Over 1.5 inspiring days, expect engaging conversations, hands-on learning, new connections, and memorable experiences in one of Sweden's most unique conference environments. We look forward to welcoming you to Donsö for a conference that will challenge your thinking, spark new ideas, and inspire action.

Tuesday, 15 June:

- HOP – Human and Organisational Performance
- Dual Process Theory : System 1 and System 2
- How Does Motivation Work?
- Psychological Safety in Practice
- Communication & Feedback
- *"Best Practise & Practical Drift"* – SOP (Standard Operating Procedures)
- *"From Compliance to Care and Commitment"*
- Donsö Maritime Training Centre: Exercises at the Full Mission Bridge Simulator
- Workshops



Wednesday, 16 June:

- How to Focus on Learning
- The Difficult Conversation
- Motivational Interviewing
- *"Treating Everyone the Same is Not Fair"*
- IBL and Situational Leadership
- Rethorics and Storytelling. How Do I Sell the Change?
- Summary



Biographies, Anna & Joakim



ANNA FROST is a psychologist, author, and speaker with over 20 years of experience working in leadership and organizational development. Her experience spans sectors with a strong focus on safety—such as the maritime industry, construction, hazardous industries and healthcare—as well as multinational corporations like Assa Abloy, Ericsson and Mölnlycke Healthcare. Anna has also worked alongside Clive Lloyd at GYST, who guested the SÄKU Conference in 2023.

Drawing on both practical and theoretical expertise in innovation management, she guides organizations in both the private and public sectors to develop their innovative capabilities and build sustainable innovation systems. Anna is a popular and inspiring speaker, valued for her ability to translate research into practice. Her focus is on helping managers and employees break old thought patterns, challenge ingrained assumptions, and find new ways to solve problems. She equips organizations with the tools needed to foster psychological safety, thereby driving innovation and development as well as building proactivity and safety awareness.



JOAKIM VONASEK is a Master Mariner who previously served as a captain on cruise ships. He developed an early interest in leadership and resource management, studying human factors in the mid-2000s. Joakim founded his consultancy firm, JV Maritime Consulting, and has undertaken various assignments for international shipping companies and training centers since 2008. He draws upon his practical experience and insights as a shipmaster in the company-specific projects and training courses he leads. These assignments are based on a long-term commitment and close collaboration with the ship/shore organizations to ensure that the objectives are met – to create a company culture with high psychological safety which is the foundation to resilience and safety.

Joakim concluded his career at sea in 2021 and now owns Donsö Maritime Training Centre, a high-end training and simulation facility with the vision: *"To be a resource for Shipping Sweden and beyond."*

SCHEDULE

14 June (Monday) “Arrival day”	15 June (Tuesday) Conference day 1	16 June (Wednesday) Conference day 2
	7:00 – 8:45 Arrival of guests 15 June Breakfast for guests 14 June	8:45 – 12:00 Third part of the conference
	8:45 – 12:00 First part of the conference	
16:00 – 18.00 Arrival of guests	12:00 – 13:00 Lunch	12.00 – 13.00 Lunch
16:00 – 18:00 Informal meet & greet/mingle opportunities for those that want/ can	13:00 – 17:00 Second part of the conference	13:00 – End of conference
18:30 – late Dinner	18:30 – late Dinner	