



# Developing Sense of Security and Safety Awareness Case: Company X

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**Developing Sense of Security and Safety Awareness Case:  
Company X**

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Safety and security are concerns of great importance for any working environment. Therefore, this thesis intends to develop the best security and safety awareness plan for the employees of Company X through new security training methods. In order to achieve this goal, two questions were raised. First question was “What is the current security and safety awareness level at the observed outlet, compared to the required standard?” This question will help to identify the areas in need of development in this field. Second question was “How could the safety and security awareness of the employees be developed?” The second question will help us get some beneficial ideas on which is the best course in establishing the new security’s training method’s steps in a way that could yield real results.

The thesis is divided into four phases. They are analysis of the observations prior and following the training, analysis of the Company’s X current security training materials and data collection to create a plan for the new security and safety training course, executing the training and lastly, conducting a questionnaire and examining its results and insights. Both final results of the observation and the questionnaire were analyzed at the end and a conclusion of their summarize was formulated.

The development project’s results showed that the training had a positive effect on the security and safety awareness of the sales’ team. In addition to that, it has also revealed the vital areas of development, requiring certain security and safety levels to be reached. The training helped to encourage the employees to undertake responsibility regarding security and safety issues. The project could be deemed successful as it brought desired results. The outcomes came to benefit the company, and it could potentially be implemented nationwide within different sales’ teams.

Keywords: Security culture, safety awareness, physical security, security training

## Table of Contents

1. Introduction .....	5
2. Sense of security and safety awareness.....	6
2.1. Security awareness.....	6
2.2. Physical security .....	9
2.2.1. Access control.....	10
2.2.2. Visitor management.....	10
2.2.3. Video surveillance .....	11
2.3. Security requirements .....	11
3. Methodology.....	12
3.1. Observation .....	12
3.2. Questionnaire .....	14
4. Results .....	14
4.1. Training.....	14
4.2. Observation results .....	15
4.2.1. Property safety .....	15
4.2.2. Aggressive customers .....	16
4.2.3. Identity threats .....	16
4.2.4. Other threats.....	17
4.3. Questionnaire results .....	17
4.3.1. Background data .....	18
4.3.2. Security and safety results .....	19
5. Conclusions.....	28
References.....	31
Figures .....	33
Appendices .....	34

## 1. Introduction

The goal of this thesis was to develop the outlet safety awareness and the security culture of Company X through new security training method focusing on one specific stand and sales team. Security and safety awareness should be something that every employer and employee focuses on to ensure healthy and safe working environment. In order to achieve the set goal, it is important to know the current situation of the security and safety awareness in the outlet and beyond that to try a new security training method that could potentially help the employees in the outlet focus more on the security and safety aspect of their sales work.

The working environment being very intense because of hundreds, if not thousands of people passing by the outlet results in exposed risks like violence, theft, physical or emotional abuse etc. For those reasons it is very important to have safety awareness and a healthy security culture in the outlet to ensure safety for the employees and customers. The company currently has a beneficial security course, and the aim of this thesis is not to put it to side or create a new security course but rather to use the current security course with a new method that would be more concise and done in a group setting. Through this the employees could share their experiences and discuss with each other, thereby expanding their knowledge together. If the company recognizes that this new method is working, it could be potentially used nationwide with different sales' teams.

The main areas this thesis will focus on besides security awareness are different aspects of physical security due to the large amount of people passing by the outlet. In addition, there will be a focus on information security since there are important data that should be protected at all times. Other aspects that will be discussed are security requirements, training and tracking process, human behaviors and other elements that are important for the topic.

Company X is a telecommunication company in Finland. It provides retail and wholesale fixed network systems and internet and telecommunication services. This development project will mainly focus on one of the outlets of the Company in the metropolitan area. It will be important to understand the general behavior in shopping centers to be able to approach the security and safety awareness of this outlet in the best manner. Outlet by definition is a shop that is owned by a particular company where they sell goods or services the company offers (Cambridge Dictionary n.d.).

## 2. Sense of security and safety awareness

It is important to understand the basic theory surrounding the topic of this thesis. The aim of this chapter is to explain the literature that relates to this development task. The theory's goal is to explain, predict and understand the given phenomena. Furthermore, the theory also intends to challenge and extend the knowledge that is present. One meaning of sense is to understand the given topic and in this thesis the development focuses on in the sense of security and safety awareness. (Abend 2008.)

### 2.1. Security awareness

Since the main goal included developing security awareness of the Company X, it is important to understand the meaning of it. Security awareness is the attitude and knowledge the personnel of the organization have regarding the protection of the informational and physical assets. One of the most important aspects of risk management is proper security training, implementation of it, reviewing the process and regularly auditing the security systems. After the employees have been familiarized with their daily work, the organization should train the employees in a way that they are aware of their security and safety responsibilities so that the security and safety threats are in control. (Speed 2011, 6.)

An organization's assets are the main point of protection by the corporate security. Usually when people think about assets the first thing that comes in mind is possession of physical realm. Physical realms may vary, they could be real estate, equipment for manufacturing, facilities, cars, computers, desks, chairs, phones and much more. The mentioned assets have different purposes for the organization and the end goal is to accomplish the daily operations to achieve the given purpose. The value of these assets is measurable, and they have a direct effect on the company. According to Speed (2011,1) the mentioned assets could be ascribed as physical assets but what may be more valuable than the latter is the information that involves different ideas and data, and these important ideas and data keep the company competitive and efficient.

The ideas of what should be protected can differentiate. The protected areas could be proprietary production methods, design and engineering, private financial data, customer information, employee records and many more. Any important information that is beneficial for the organization could be called an asset. It is important to mention that any sensitive data that could cause problems for the organization if it leaks should be considered as an important asset that should be protected. If the first type of asset was to be named physical asset, then the second type of asset would be named informational asset. (Speed 2011, 1.)

As Speed (2011, 2) points out in his book, before the organization considers improving their security awareness culture, they should understand the different areas of where the security

awareness is an absolute necessity. Every organization is unique in their own way, it is not possible to have a single all-inclusive list that focuses on a specific given company. It is essential to understand, that different companies see as what an important asset is differently for example, a national bank and a public library could have completely different ideas of the most important assets needing of protection, since their operations and courses greatly differ. The end goal is to understand the assets that should be focused on in this development project.

Nearly all organizations have a general picture of their security awareness. The different parts of security awareness consist of different aspects and ideas. Speed (2011, 15) states that nine security awareness aspects can be pointed out. All the aspects that are relevant for this development task will be explained below.

Security awareness culture being a concern here is essential to improve a particular industry of the company. The standards in different organizations can vary. The standard could be set by the government's requirements, specific industries or a caliber set by the employer etc. The number of laws, industry standards and regulations a specific organization should focus on ranges within the industries. In order to understand this section better a relevant example would be construction industry because it has many standards that they should upkeep to ensure the safety and security of the working environment. (HG n.d.)

Privacy concerns are remarkably important since they will always remain a security issue. All organizations, regardless of its products or services, have some information they want to protect from the public. The most important part of any information security is to protect the data and to keep it private. Different industries have different requirements for privacy issues. What happens occasionally, is that the organizations focus a great deal on major and obvious privacy issues, neglecting the less obvious ones. One of the major issues are locks and passwords, they are extremely important but will not fulfill its protecting role if the private information gets leaked through conversations between the employees in unfitting settings. Therefore, it is key to make the employees understand these less often mentioned privacy concerns. (Speed 2011, 16.)

The other part of privacy issues is the visual data protection, which is very important particularly in customer service due to the possible exposure of other people's personal documents and its processing. The companies that work in customer service fields should consider the protection of private visual information that could be exposed if the computers or any other devices are visually unguarded. What should be taken into consideration is that if the computers are situated in an unsuitable position, where passers-by could see the private information of clients and other unprotected features, that could be endangering the

important data (sciencedirect n.d). These privacy concerns are vital since it can damage the reputation and the image of the organization and ruin the privacy of the customers.

On top of the above, auditory privacy protection is another key element that should be evaluated when mentioning different privacy concerns. Various industries have unalike challenges to protect this. Health care facilities for example have more auditory private information protection obstacles than other industries. Hospitals and other health care facilities are continuously busy environment, there is a big possibility of private issues of the patients being overheard due to uncared conversations of the health care staff. The mentioned facts shows that it is important to focus on the auditory privacy protection aspect. In the same light, customer service employees as well should focus on this point, since they face similar disadvantages concerning possible customers' personal information public exposure. Important details can include social security numbers, phone numbers, addresses or any other private information. (officeinteriors 2018.)

According to Edmonton public library (n.d) digital privacy should be always protected. What is meant by "digital privacy" is any information that is created on the internet using different devices. The devices could vary from computers, phones or any other electronics.

We live at a time where people are required to memorize many passwords for different digital networks like social media, online banking and billing services, etc. Correct password management should also be taken seriously within companies. This aspect has become a very much ordinary part of this modern age's people's lives, and it is important to bring this detail into every company's protection plans, otherwise, that can put them at great security risk. Password management is cheap and simple, and it always has a potential to improve. That being said, it can also be tricky and complicated, since it can be habitually mishandled by many. According to Speed (2011, 21) the organization should have more-or-less standards when it comes to passwords, for example, encouraging the employees to change it from time to time and not to have the same password for multiple accounts, since one key for many locks could endanger the organization as a whole.

Most of the organizations, regardless its industry, operates transactions through credit card payments. it is essential for the company to be familiar with the requirements and standards of these kinds of operations. According to Investopedia (n.d) the organization should ensure that it is compliant and prepared for credit card payments before taking them in. This part if not handled correctly may risk financial account by information theft and fraud.

File management practices are something that most of the practical applications of information security focuses on. Every organization should know how to manage their files while considering security levels and the company's format and size.

The difference between file access control and general file management is that file



management focuses on how and where the given data is kept, whereas file access control focuses on who has the permits to access the files and the different access levels they have according to their position in the organization. File access control is the most important part of the data security. This access control helps the organization to protect itself from different kinds of misuse. (Speed 2011, 21.)

File and physical access control protect the organization from different threats by operating inseparably. The objective of physical access control is to protect the files from physical harms, these threats could vary from criminal realm to natural disasters. Important documents like physical invoices, proprietary documents, physical client records, health forms and other essential records should be protected from any physical endangerment. What is ungiven, is that the digital data must be placed in a secure server room or any other safe physical arrangement. (Schultz 2007.)

## 2.2. Physical security

Physical security is a big part of the wider security strategy and for this reason it requires that it should be a focal of every organization. This part relates to the development project since the outlet is a physical shop in a shopping center and for this reason it is important to consider the physical security of the outlet. The main objective of physical security is to prevent unauthorized access to resources, facilities, equipment, and to prevent any kind of damage or harm to the personnel or the property. According to the security experts, the three main parts of physical security are access control, security testing and surveillance. Those should work together to create a secure overall area. All these three aspects of physical security are crucial for the discussed development task as those three aspects play different roles at the outlet. (Kisi n.d.)

Any system could become overwhelmed, thereby it is important to understand, that there is not any physical security system that is 100 % defeat-proof. Physical security must aim to identify weak links and eliminate the threats. At least what should be done in the earliest stages of protection, is delaying the threat thereof saving time for the systems to tackle the problem properly.

The main point of physical security is to make the information, assets, personnel, customers and other parts of the organization secure by preventing any disturbances to the operations. (Fenelly 2012.)

These interruptions could come in different ways, natural or environmental disasters like tornadoes, hurricanes, floods and other kinds of catastrophes. Industrial accidents like explosions, fires and other kinds of accidents should also be of great concern for the organization. It is important to understand the main threats for each organization, since they can differ considering different environments that they operate in. Intentional acts like

vandalism, sabotage, threats are concerns that physical security must cover. (Baker & Benny 2012.)

It is fair to state, that the most valuable asset for a business are the employees. It is principal to protect them from any potential harm in their working environment. Other occupants like customers, vendors, contractors and visitors should too be included in the organization's security design. Legally and ethically, it is the building's owner's duty to ensure protection for all occupants in the building. That is usually achieved through different kind of contracts with security companies. (Baker & Benny 2012.)

#### 2.2.1. Access control

Access control is an important part of physical security, and it is a security scope that minimizes risks for the businesses and organizations by regulating who can view or use specific resources in different environments. Access control is divided into two main parts, physical and logical. The job of the physical access control is to limit the admittance to specific premises be it buildings, physical IT assets, campuses, rooms or different areas that need protection from possible harms. Logical access control on the other hand seeks to protect the information that could be found in computer networks, data and system files. (Search Security n.d.)

In this specific outlet the working space itself is an open area and customers can enter it freely. Regardless of it being an open space, the physical assets are protected in locked cabinets and the only people who can access it are the employer and the employees. In addition, there is important information on the computers present, which from the logical access's control's aspect requires to be protected.

In order to establish strong physical security, it is important to have an access control system that prevents any entry of unauthorized individuals. If the access control is not well planned, it could influence the overall physical security and it is important to note, that the perimeter barriers, protective lighting, intrusion detection devices, security guards etc. alone are not enough to protect the premises from harm that is due to the freedom of entry on the company's outlet's premise. Access control is ensured in different ways, like access control rosters, ID cards, personal recognition, keys, personal escort and other, that contribute to a more sophisticated access control system. (Fenelly 2012.)

#### 2.2.2. Visitor management

Any process that helps the organization to track their guests is called visitor management. This tracking process could be done in different ways, and it varies between different organizations. For some, the visitor's name collection is enough, but others may wish for

higher requirements, like legal documents, badges, employee escort and much more. (Envoy n.d.)

A visitor badge system is beneficial for different companies to be able to protect the security function of the organization through vigilance. This helps the organization to focus on the actual work without dealing with complicated security tasks. Visitor management is usually a simple and an efficient way to ensure a safe working environment.

Potential intruders and burglars are more likely to be intimidated, if they know that the facility has a developed office visitor management system. Often times criminals make unannounced recon visits to their potential targeted facilities, while observing what security measures are in place in the premises, if they see that the only way their visit is noted is through literal means, it is more likely that they will try to attempt a burglary. When combined together, proper access control, visitor management and video surveillance systems have a higher chance keeping criminals at bay. (KISI n.d.)

### 2.2.3. Video surveillance

Video surveillance observes a specific area and looks for specific behaviors that could be improper or actions that indicate an emergency. Commonly, video surveillance is used to observe the given area, be it public area, sports events, transportation like airports, trains etc., and perimeter of facilities. Identification of different areas of concern through different set camera angles is what makes up video surveillance process. (Norman 2007.)

The three major classifications of video surveillance system are real-time observation, recognition and forensic review. It is not only used in physical security, but also in its various fields. In addition, it is a technology that is constantly improving. (Baker & Benny 2012.)

### 2.3. Security requirements

When an organization or company wants to build a physical security system, it should note the most important security requirements of the premises. There are three different requirement levels which are minimum, medium or maximum-security level. It is important to define the aiming level before executing the plan. Security requirement in this chapter focuses on the physical security requirements. (Fenelly 2012.)

In this development project, the directory is to meet the minimum requirements first, and then to improve the levels in a balanced way.

The leading legislation in this development project is the Occupational Safety and Health Act No.738/2002 and the main objective of this legislation is to ensure and maintain the working capacity of the employees, prevent occupational accidents, prevent diseases and to eliminate hazards from the working environment that could affect the mental and physical health of

the workers. The objective of this act is achieved through constant improvements of the working environment and conditions.

This Act prescribes responsibilities to the employer and the employees. Through this, the security and safety of the working environment is ensured. The employers must take the necessary measures for the safety and health of their workers and consider the circumstances related to their personal capacities of the tasks given. On the other hand, it is the responsibility of the employees to follow the orders and instructions with the best of their capability. (Ministry of Social Affairs and Health 2002.)

### 3. Methodology

Considering that the thesis is a development project, in this chapter the implied methods and phases of the project will be reviewed. Company's X sales team's knowledge of the development of security and safety awareness were evaluated through observation and questionnaire. Both the observation and the questionnaire were done in a way to keep employees involved anonymous. The observation results were gathered on Microsoft word. Then, they were divided into two which were prior and following the security training. The platform used for the questionnaire was Google Forms.

#### 3.1. Observation

Observation is a way to gather knowledge of the specific phenomena through data collection. The aim is to imply the mentioned observation method when the targeted phenomena occurred. The focus area should be human behavior and interaction in different circumstances. (Jyväskylän Yliopisto 2012.)

This type of observation was used in the development project to grasp the natural behavior of the employees in their work. On top of that, this project seeks to answer simple and yet important questions, which are 1. What are the main things that effect the security awareness in workplace? and 2. How could that be developed in a positive and an eventful way? Below follows the implications to the possible answers.

Permission for the observation was asked from the security manager of the company. The observation was done in two weeks' period time prior and following the security course. That allowed the comparison between the two outcomes. The observation was done through five steps. Newbold (2018) in his observation picture below explains these steps which consist of identifying the object, establishing recording method, developing questions and techniques, observing and note-taking and lastly, analyzing behaviors and inferences.

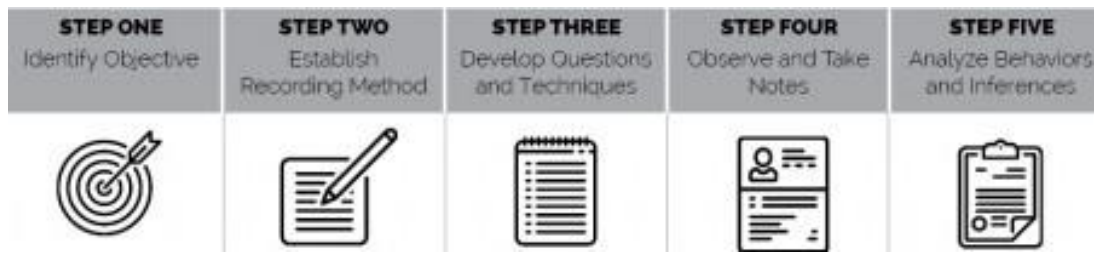


Figure 1: Five step's guide of conducting an observation (Newbold 2018)

Identifying the objective was meant to help determine what had been observed and for what reason. In this project, the determined observation area was the security and safety awareness and behavior of the employees in their work. The observation's reason was to identify the current state of safety and security awareness and try to develop it through the conducted security course.

The study's suggested method of recording was done in an unobtrusive way to allow a neutral and an undistruptive working environment, on grounds of not affecting the study's subjects' working behavior, as that that could corrupt the end results (Newbold 2018). It is important to keep such working environment throughout the two observations. This step was done through notetaking.

It is worth mentioning that there is an informal observation method, which do not necessarily focus on a specific action, but rather on observing through a wide spectrum. Such's goal is to learn about the general behaviors. On the contrary, a formal observation is a more structured way of analyzing and has specific objectives, questions, areas and settings that are being focused on (Newbold 2018). In this project the formal observation was chosen, as there were specific security and safety areas that were being explored and goals set.

As mentioned, the observing was done in a way that the employees didn't notice any changes from their daily working environment and schedules. Notetaking was done both during and after the working shifts. Since the observation was formal, the focal were the behaviors, actions and other data, that showed how the employees secured themselves, others, properties like computers, phones etc.

It is important to separate the observed behavior and its reasons to understand those observed actions better. Having conversation with the study's subjects', allowing their input as to what happened and why, was included in the observation study (Newbold 2018). That helped to acknowledge the fifth step of the provided guide of analyzing the behaviors and inferences. The observation questions were conducted through casual conversations with the employees during work, with questions like "Why did you do that?", "What just happened in your opinion?", "Do you know what to do in this kind of situation?" and etc.

### 3.2. Questionnaire

This questionnaire method was used in this thesis because it is cost-effective and efficient. The questionnaire is combined of series of questions. According to Gault (1907), the goal of a questionnaire is to gather the needed information from a specific target group which in this thesis, is the sales' team. Most often, this method is used in a statistical manner, but it could also be analyzed in depth, if intended. In this thesis the analyzation happened by comparing the questionnaire results with the observation results and to see the similarities and differences. The questionnaire in this thesis was conducted after completing the security course, to observe the general ideas of the employees on safety and security awareness and to perceive their basic knowledge on that topic.

The questionnaire was combined of 19 different questions that varies from personnel's information to different safety and security inquiries. It was sent to 10 employees of the sales' team, 8 of them responded. The goal of the questionnaire was to understand the employees better and get to know their views in the security matters. The questionnaire was done following the security training and revealed how were they able to benefit from the new method of the security practice.

The first three questions focused on gathering basic information of the employees like gender, age and their period within the company. 11 questions had a Likert-scale choice of answers, which were strongly agree, agree, neutral, disagree and strongly disagree. Through this, the respondents were able to express their true opinions on the given questions more accurately (Burns 2008). 4 of the questions, on the other hand, required more straightforward answers that were yes, no or maybe. The end of the questionnaire focused on their output of the newly completed security and safety training. The employees had one week to answer the questions.

## 4. Results

This chapter will go through the training phase and the end results of the observation and the questionnaire. It is worth reminding, that the main objective of this development project was to develop the security and safety awareness of the employees. Having that goal in mind, the following conclusions were made.

### 4.1. Training

The objective of the training was to make the employees more aware of the security and safety aspects and to make them understand the importance of these matters in their daily work. The main change in the method of training was that it was not conducted individually

as usually, but in a group setting with the whole sales' team present. The aim was to get the employees involved in the security matters and to share experiences, so not only could they learn from the presented material but also from each other. Group work was chosen because, it helps people to discover their differences and to improve their communication, collaborative and critical thinking skills.

Upon completing gathering the first observation's data, there were some areas that needed emphasizes more than other. Therefore, the training was targeted more-so towards them. Those targeted areas were working culture, property securing, security aspects in rush-hours and how to react in a threatening situation.

The training was completed in a duration of one hour. Taking in consideration Covid-19's precautions and having in mind the safety of employees, the meeting took place online on Teams' app. Usually, the meetings are focused on the sales' aspects alone, but because of the planned security and safety course that week, the main focus was safety and security training and practices. 10 out of 12 of the sales team's employees participated in the online training.

The employees and their manager gave positive feedback on the new security training style. In addition, most of them agreed, that the training was much needed. Especially considering, that the new method was done in a group that helped them to share their experiences with each other.

#### 4.2. Observation results

The observation was focusing on the security and safety aspects of the sales' personnel's work. Additionally, what had been observed was how did the employees manifest them on their day-to-day shifts. Risk assessment was done prior to the observation to understand which areas are the most vulnerable in this regard.

The main found risks in the sales team were property threats, physical threats, identity threats and health threats, which will be explained more detailed below. Since the main risks were known, it was easy to focus on these aspects during the observation. However, it is important to note, that these were contributing, rather than limiting factors. That being said the observation results were not limited to these threats alone but included any other beneficial observation's information.

##### 4.2.1. Property safety

What had been noted, is that the property's aspect's main challenge in the employees' opinion was preoccupation in their work. Because of that, it was challenging to keep full

focus on the property's safety and that needs to be improved. Parts of the property in the premises were supposed to be protected by different locks, but sometimes the locks were not functional, which made it not possible for the employees to keep the company's equipment safe and that is another issue that needs to be tackled. The employees were asked, that if the locks are broken, why wouldn't they inform the responsible team leader to replace them. They answered that it was simply because they were too busy in their shifts and could not find a spare moment to address that. They also mentioned that it may result in a negative effect on their salary since they are working on hourly wage basis and bonuses from the sales. This part was emphasized in the training and there were some positive changes implied during the second observation following it, but there is still work to do, so that it could meet certain required levels.

#### 4.2.2. Aggressive customers

The shopping center has many different visitors on a daily, and it was noticed that one of the risks were aggressive and angry customers. Most of the time these customers were intoxicated, which made them even more unpredictable. The sales' personnel used to handle these kinds of situations very well by staying calm and telling the customer to leave the premises, and according to the sales' staff, most of the times that would be effective. If for some reason it did not work, they would call the security guards. However, during the observation and from the conversations that took place, it was clear that this happened quite rarely. But such incidents were not only limited with the intoxicated customers. Customers, who weren't satisfied with the service, or the products would often put out their frustrations on the sales personnel by yelling and acting aggressively.

The training focused on this part and some results were achieved on the second observation. The employees were also made understand, that abuse is not only physical, but mental and emotional. If the employees felt like the customer is not behaving well, they could ask them to leave and that alone should work. But if not, then they would ask security guards' help.

#### 4.2.3. Identity threats

This part was more challenging to observe, since sales' personnel expressed that it was a rare occurrence at the outlet. It was challenging to know what could be done in such situations. The scenario is, that the customer may come with someone else's ID and try to make a transaction through it. These kinds of customers may be problematic and put the personnel in danger, but at the same time it may not feel right to let them leave with that ID.

The training focused on this scenario, and the employees were told, that they don't need to risk themselves in these situations, since the identity criminals could become aggressive if they don't get that ID back. For this reason, the employees were taught in the training that



they should stay calm and alarm the security guards in a manner that would not risk their and others' safety and well-being. Although such situation did not occur during the second observation, following the instructions the employees felt prepared on what they should do in this kind of situation. That can be attributed as a positive result.

#### 4.2.4. Other threats

Covid-19 pandemic has affected the whole globe. It is also a risk that the sales' personnel face at their work. There have already been different trainings regarding this issue, so most of the employees knew about the restrictions and how to take safety precautions at work. However, it was noted in both observations that it may be difficult at times to keep the required safety distance with the customers, since many of them would not be as mindful of the precautions. That can be challenging towards contributing to a safe working environment.

During the first observation it was noted that there was a prescribed button available at the outlet for the employees to instantly alarm the security guards if needed. Unfortunately, the security's alarm was not functioning, therefore the employees did not see the use of it. Taking that into consideration, the course also focused on this aspect's importance. That helped gain back the confidence and sense of security of using the provided means of summoning the security guards' help when needed. During the second observation, there were positive changes due to that, and the security button was in use once again.

The team's leader used to come often to the sales' outlet to check if the safety and security instructions were followed. This had a big positive effect on the employees' compliance and behavior, as observed at both times. The goal of the training was to make the employees understand, that the safety and security measures were to be implied not only for the sake of company or customers, but also their own. This way, it would become a natural understanding and implying it will not result in a stressful working environment.

#### 4.3. Questionnaire results

Different information like gender, age and the duration of employment were gathered from the respondents to familiarize with the basics of their backgrounds. This will allow better understanding of the results. Out of 10 sales' team participants 8 filled the questionnaire.

#### 4.3.1. Background data

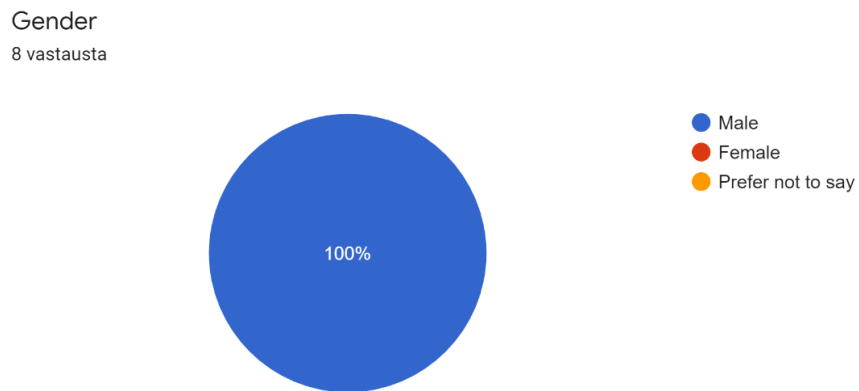


Figure 2: Gender of the respondents

The gender distribution (Figure 2) of the respondents shows men only. The respondents were allowed to choose to not reveal their gender, but all of them did. However, the gender of the personnel was not crucial for this development project, but rather it was an additional information to get to know the respondents in general.

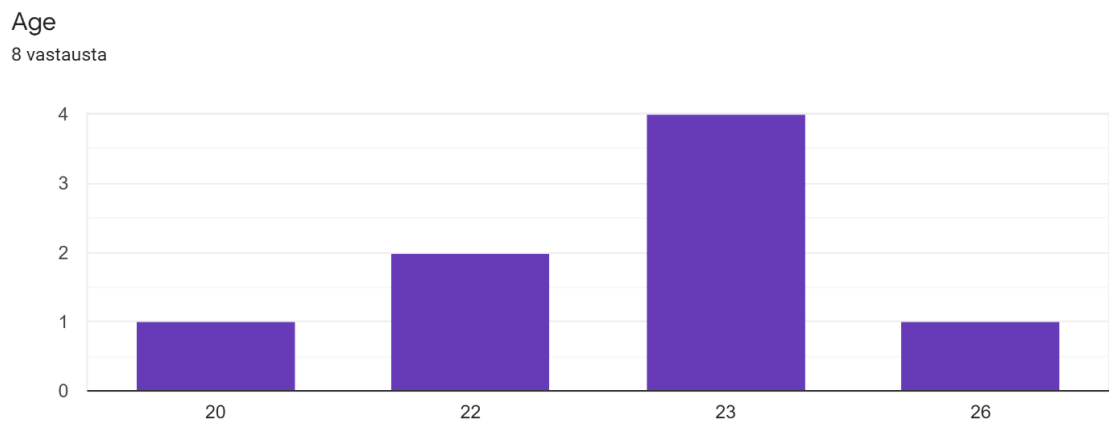


Figure 3: Age of the respondents

Figure 3 illustrates that the employees were 20-26 years old. That lets us understand that this type of employment attracts mostly young people. Large part of the respondents were 22-23 years old.

How long you have been working at Company X?

8 vastausta

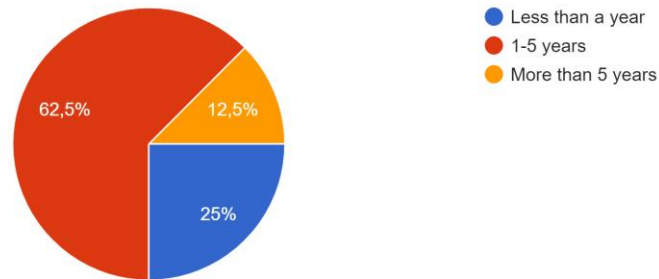


Figure 4: Working duration of the employees

The objective of the working duration here was to understand, how long have the employees been working at the company. Results showed that they were working there for a shorter time than compared to other workplaces. However, majority of the employees being youth may have contributed to that. This part can also have an effect on the security awareness, since the employee turnover is so high.

#### 4.3.2. Security and safety results

This section will be going through the results of the questionnaire. The previous charts focused on the background of the employees. The following will be focused on the safety and security aspects.

I feel safety is a priority at Company X

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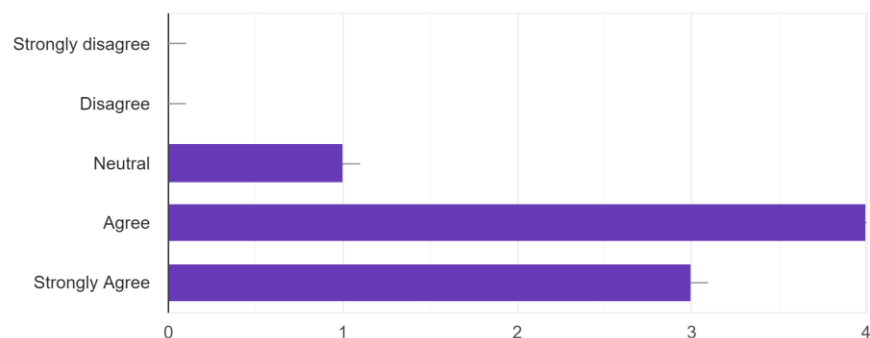


Figure 5: I feel safety is a priority at Company X

Figure 5 emphasizes on the respondents' feelings and opinions on the safety's aspects of the company. Majority of the respondents agreed that safety is a priority in the company. Although the rest felt neutral regarding that.

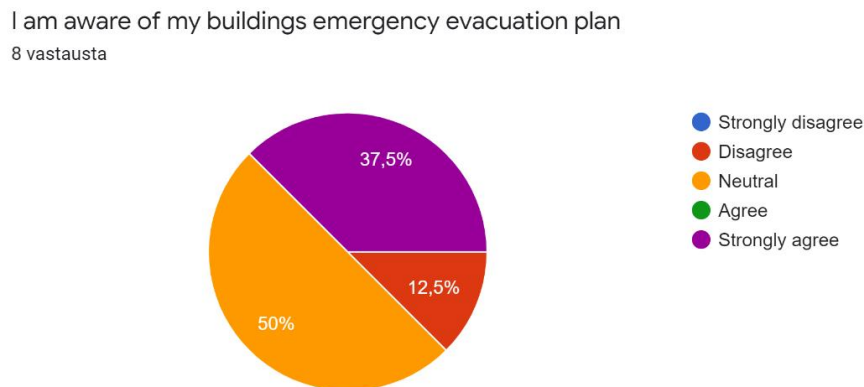


Figure 6: Awareness of the emergency evacuation plan of the premises

The goal of Figure's 6 question was to observe the emergency awareness level of the respondents. It showed lack of knowledge of the emergency evacuation plan of the employees. Half of the employees were not sure and a part of them were ignorant of it. The conducted training should have focused more on the awareness of the emergency evacuation plan of the premises.

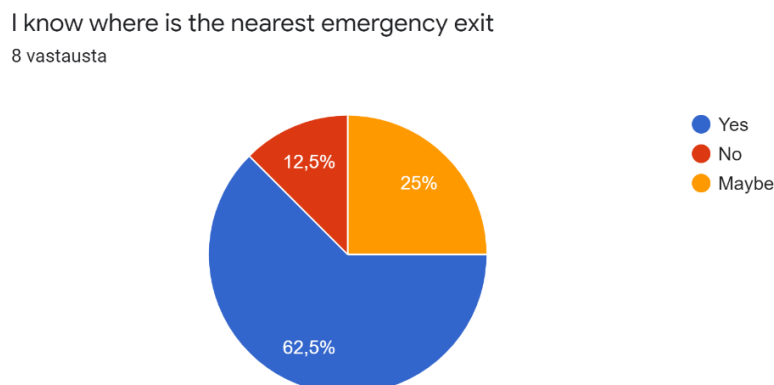


Figure 7: Emergency exit

Results of the question "I know where is the nearest emergency exit" is stated in Figure 7. The outcome was more positive compared to the previous one, since most of the employees

felt confident in their knowledge of this regard. However, the end goal is that all of the employees become well informed and prepared. Emergency situations could occur unexpectedly, therefore the sales' people must know the protocols to protect themselves and others.

I feel like my opinion is important in the safety and security matters  
8 vastausta

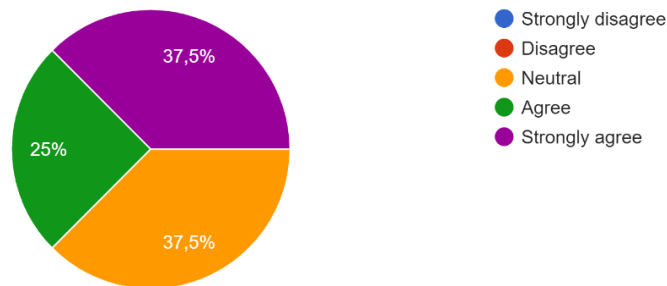


Figure 8: I feel like my opinion is important in the safety and security matter

Answers for the question “I feel like my opinion is important in the safety and security matters” are displayed in Figure 8. The goal of the question was to pick out how important the sales' personnel feel that their opinions are regarding safety and security matters of their work. Since it is important that no one feels left out, the personnel should be made feel that their input in safety and security matters is important. The reason for that is to establish a confident bond between the security unit of the company and the sales' personnel while improving their co-operation.

The results were positive and most of the employees felt like their opinions are important, and that should always be emphasized in the upcoming trainings. In addition to that, good examples should be provided of why so, to make the rest that responded in “neutral” understand better.

Safety and security are not important matters in my work

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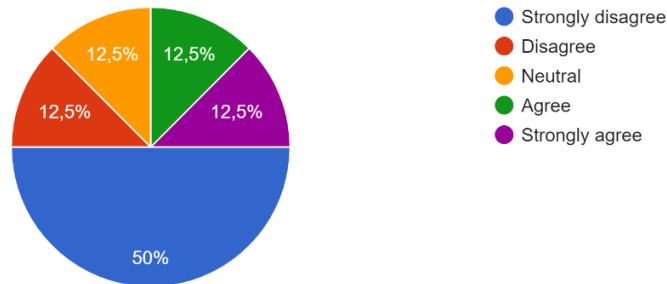


Figure 9: Safety and security are not important matters in my work

This question (Figure 9) wanted to determine the sales' personnel's perspectives on safety and security at their work. Most of the respondents strongly stated that the safety and security matters are important, although 37.5 % of the respondents felt neutral or agreed with this statement. This shows that it is important to constantly remind the sales personnel how their sales work relates to the safety and security aspects and that could be done through providing different examples.

I know my responsibilities in the safety and security matters at my workplace

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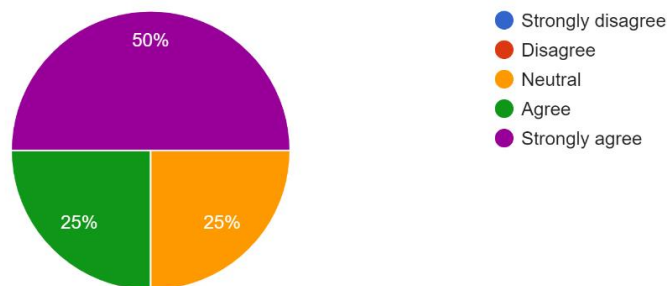


Figure 10: I know my responsibilities in the safety and security matters at my workplace

Figure 10 provides answers to the question "I know my responsibilities in the safety and security matters at my workplace". Every employee needs to know the responsibilities of their work, especially if it is related to safety and security, since that does not only concern the sales' people themselves but also customers and passers-by. Most of the respondents felt like they knew their responsibilities and one-fourth felt neutral. But if we look at the previous pie charts on the questions of emergency plans and other, it could be concluded that there is

still some work to be done when it comes to overall safety and security responsibilities. It is important to note however, that these aspects are truly taught only by continuous training and reminders rather than through one-time safety and security instruction.

I often overlook the security and safety matters because of hurry or to ease the workflow (not locking the computer etc.)

8 vastausta

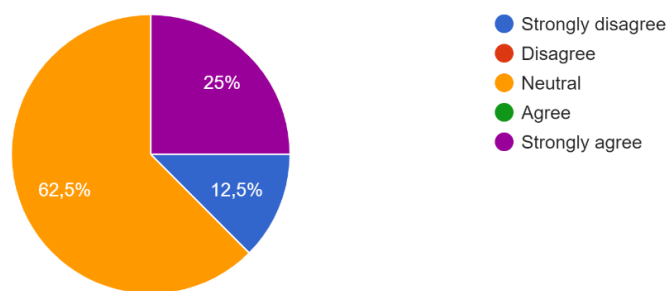


Figure 11: I often overlook the security and safety matters because of hurry or to ease the workflow

It is well known that sales' outlets can be very intense, so it was crucial to establish to what extent that affects the security and safety aspect of the work. The aim of this question (Figure 11) was to understand the employees' natural working behavior through a neutral perspective and to explore the areas in need of improvement.

This question was one, if not the most important of the questionnaire, because very likely the reality may not be meeting the required standards. The security training did focus on this area, yet it resulted in 87.5 % of the respondents staying neutral or strongly agreeing with the provided statement. That was because they felt the need to ease the tense working environment, since it mainly emphasizes on the sales and its results. That leads to the abandonment of the security and safety matters. To make the working environment as secure and safe as possible, this part requires a lot of adjustments through different methods and training.

I am often reminded to practice safe and secure working habits by my manager/coworkers  
8 vastausta

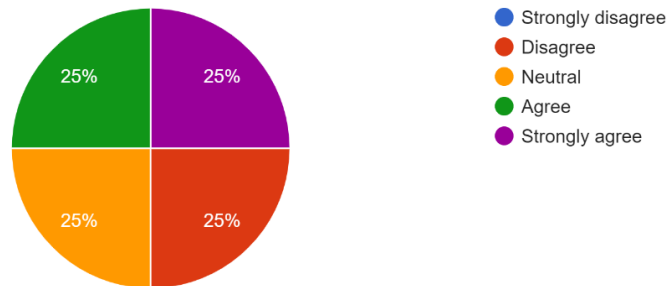


Figure 12: I am often reminded to practice safe and secure working habits by my manager/coworkers

The goal of this inquiry (Figure 12) was to note the safety culture of the working environment, since safety and security is not a one person's job, rather, it is the responsibility of the whole unit. The results of this question were positive with half of the respondents feeling like others do remind them of this matter and vice versa. Regardless of the positive sides, there is still some room left for improvement as shown by half of the respondents who did not agree with this statement.

I know how to contact the security unit of Company X  
8 vastausta

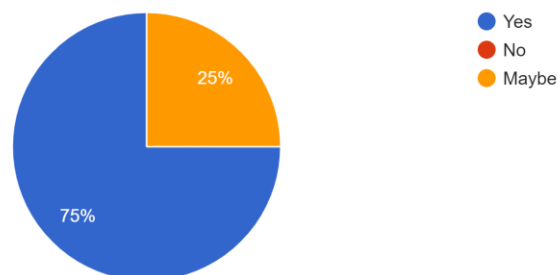


Figure 13: I know how to contact the security unit of Company X

Since it is important to have good connection between the security staff and the sales' personnel, the goal of the question above (Figure 13) was to observe how strong the connection between both of them currently is. Overwhelming majority of the employees expressed that they knew how to contact the security unit.



If I suspect criminal activity I would not contact the security unit of our company  
8 vastausta

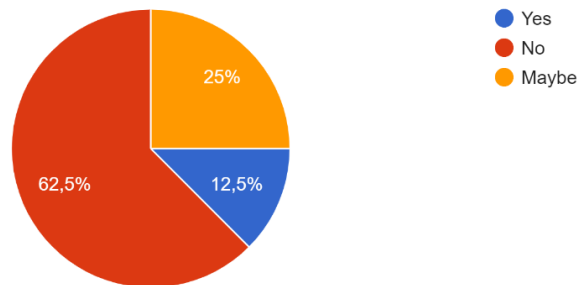


Figure 14: If I suspect criminal activity I would not contact the security unit of our company

Positively, majority of the respondents felt that they do not agree with statement in Figure 14. On the contrary, they would contact the security unit if they notice suspicious activity. However, there was a good number of those, that were not sure of whether they would. That shows that the course should have gone through the importance of informing the security unit of any criminal suspicions and how in long run that could affect the individuals in their work.

I know what to do in a threatening situation  
8 vastausta

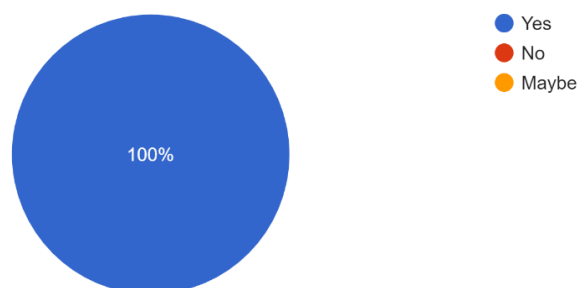


Figure 15: I know what to do in a threatening situation

The concept of what is a threatening situation may vary from one person to another. The goal of this question in Figure 15 was to make the respondents imagine a threatening situation that is subjective to them and then to figure out if they would know what to do. All of the personnel agreed that they would, regardless of their differences and their different interpretations.

I feel the training helped me to feel safe and secure at work

8 vastausta

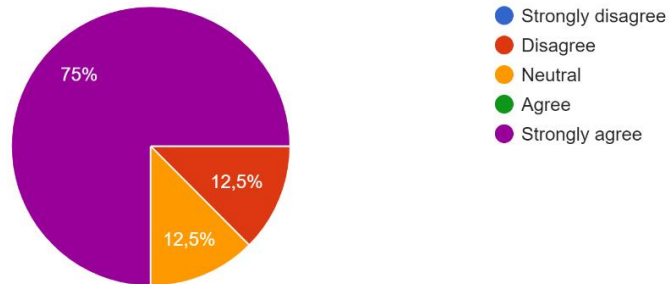


Figure 16: I feel the training helped me to feel safe and secure at work

This part (Figure 16) was meant to establish how the employees responded to the security training. The results were positive, and majority of the employees strongly agreed that the security training helped them in their daily work. That was the training's main objective.

I feel that the new security training was not beneficial

8 vastausta

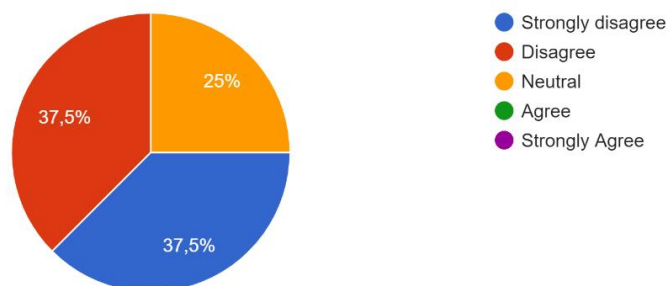


Figure 17: I feel that the new security training was not beneficial

It is important for the employees to recognize the benefits of the security training and if there were any. 75% of the respondents in Figure 17 felt like it was beneficial. Therefore, the near ideal result was achieved.

I would do the security and safety training alone rather than together with my coworkers  
8 vastausta

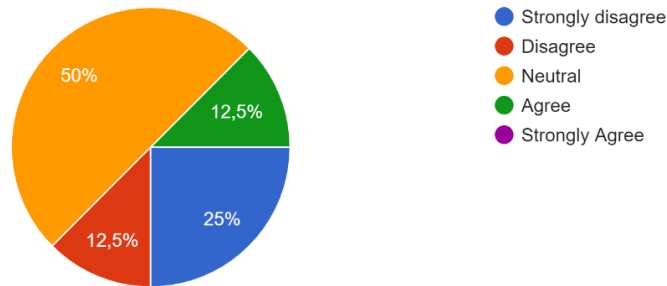


Figure 18: I would do the security and safety training alone rather than together with my coworkers

One of the key differences between the old security training and the new one was that the latter was done in a group setting to inspect which way was preferred by the team. As the results of Figure 18 show, 50 % of the respondents stayed neutral and 25 % disagreed with the statement, meaning that they would rather do it as a group than alone, but 12.5 % preferred doing it on their own. The reason this question was raised was to see what do the sales personnel find more interesting and what would lead to an easier digestion of the instructions.

Others sharing their experiences in the training helped me in my own work  
8 vastausta

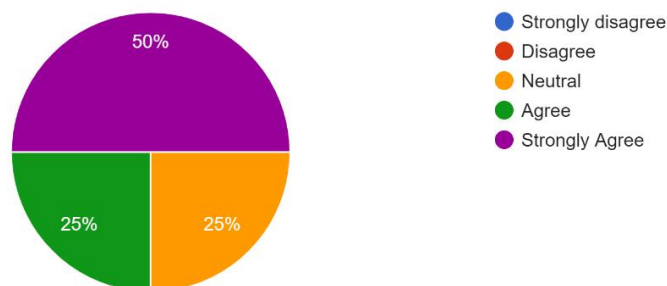


Figure 19: Others sharing their experiences in the training helped me in my own work

One of the goals of the security training was to encourage the employees to share their experiences and to learn not only from the instructor, but also from each other. For this reason, the outcome of Figure 19 was largely positive, and the respondents agreed with the

provided expression. Through sharing experiences, it was aimed to develop the security and safety culture of the sales' team and this question confirmed, that that aim was achieved.

How often would you want to go through the security course per year?

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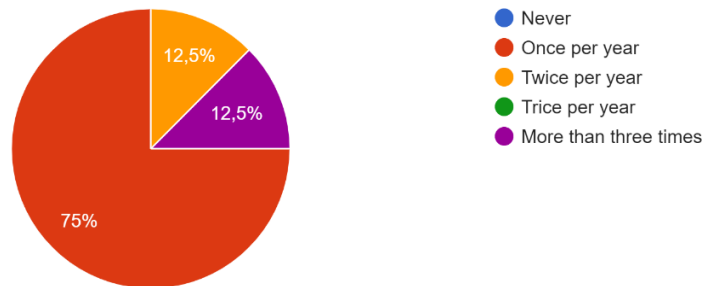


Figure 20: How often would you want to go through the security course per year?

The question in Figure 20 was meant to establish how often the sales' personnel would like to repeat the security training and some felt that thrice would be befitting but the majority expressed that once per year is sufficient. At the end, it's the security unit's decision as to how often it would be conducted. But as mentioned in Figure 7, this was only to let them know, that their opinions in regard of company's security affairs mattered.

## 5. Conclusions

The objective of this thesis was to understand the current security and safety awareness situation of this specific sales' team of Company X and to see if different training methods would develop their security and safety knowledge in their daily work. This development project was suggested by the security manager of Company X because it is an area they wanted to develop in addition to help to create a stronger connection between the sales' teams and the security unit. The security manager of the company expressed that if the results of this development project were to turn out positive, they could also be used with different sales' teams nationwide.

The combination of observation and questionnaire were able to bring diverse results. It could be concluded that this helped to bring new ideas in needed areas of improvement that could be achieved by conducting different trainings while seeking to achieve required levels. Both the observation and the questionnaire showed that there were positive effects brought by the new training method, since the employees were shown to have a better understanding of

what should be done in various situations. One of the objectives of the training was for the employees to be able to share their experiences with each other and not to shy away from getting involved in security and safety awareness conversations. This way they learnt from each other's mistakes and took the correct decisions, and this experience sharing was something positively shown in the questionnaire results.

According to the security manager of Company X this kind of research was much needed but one of the challenges were that if the sales' team saw the security manager or someone else from the security unit at their work, they would then get the act right and pretentiously try to make everything seem perfectly correct. This would corrupt the seeked outcome in a way that doesn't show their true security and safety working habits and that is a scenario that the security unit would like to avoid. Since I as the compounder of this thesis have been present at the outlet for over two years, the fellow colleagues were not aware of there being an observation. This is a positive fact, because their natural working habits could be analyzed without any outside disturbance.

The studies shows that the sales' team's main challenge regarding safety and security was the intense working environment. The busyness of the place was stressing out the employees so much so, that they felt too preoccupied to be bothered by concerns of security and safety that is an important problem to be solved. The observation helped to conclude, that one of the ways which could help the intense working environment is to stress the crucial security and safety aspect at work right at the beginning of an employee's career in this field, creating a strong connection between sales, working environment and safety/security. Also, the training should focus on employees getting more involved in discussions and questions of the work's security and safety.

The gathered data was shared with the security manager of Company X and the positive outcomes of the training and the areas that needed more development in the future were examined together with the security unit. From the observation and the questionnaire conducted with the employees it was noted that their unwillingness to inform the security unit in cases of risky situations could result in serious damages. It is important to create a habit of reporting and feedbacking to the security unit so they could become aware of what is taking place. One of the suggested ways to help remove such obstacle is to encourage the above-mentioned behaviors in the trainings.

Lastly, it is fair to conclude that the project was successful and had a positive aimed outcome. It was able to analyze the sales' team's diverse behaviors which helped to understand what the current security and safety awareness level is and how it could be developed. The consequences turned out beneficial for the company as well as for the thesis' author who benefited and gained a lot of new knowledge through this project. Hopefully, this

method and its results does not only benefit this sales' team, but also other teams nationwide.

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Figures

Figure 1: Five step's guide of conducting an observation (Newbold 2018) ..... 13

## Appendices

### Appendix 1: Questionnaire questions .....18

#### Theme 1: Background questions

- Gender?
- Age?
- How long you have been working at Company X?

#### Theme 2: Security and safety questions

- I feel safety is a priority in Company X
- I am aware of my building's emergency evacuation plan
- I know where the nearest emergency exit is
- I feel like my opinion is important in the safety and security matters
- Safety and security are not important matters in my work
- I know my responsibilities in the safety and security matters at my workplace
- I often overlook the security and safety matters because of hurry or to ease the workflow (not locking the computer etc.)
- I am often reminded to practice safe and secure working habits by my manager/coworkers
- I know how to contact the security unit of Company X
- If I suspect criminal activity, I would not contact the security unit of our company
- I know what to do in a threatening situation
- I feel the training helped me to feel safe and secure at work
- I feel that the new security training was not beneficial
- I would do the security and safety training alone rather than together with my coworkers
- Others sharing their experiences in the training helped me in my own work
- How often would you want to go through the security course per year?