

PROGRAMME OUTLINE

BEHAVIOUR-BASED SAFETY AND BEYOND!™

Master-Class B:

1. Understanding and Assessing BBS for Your Safety Culture

- The history of BBS and where it is going
- Fad or fancy - is BBS here to stay?
- What are the different versions of BBS?
- What is this new era of BBS all about?
- Moving from the Behavioral into the Cognitive and whatever is in between?
- Assessing the readiness of your safety culture to accept BBS
- Which assessment techniques can you use before implementing BBS?

2. The BBS – Safety Culture Connection

- What is safety culture and what are the most import dimensions relating to BBS?
- Understanding change and how it can impact BBS implementation and sustainment
- Why understanding change is critical to the success of your BBS process?
- Teams, change, and BBS – how do they connect?
- Why resistance is so common with BBS?
- Learn more about the multiple layers of resistance, their impact and how to break through them

3. Leadership and Support of BBS

- How to introduce BBS as a robust process for positive change?
- How to engage your formal leaders on three different levels?
- Create champions out of followers for safety
- Learn more about the effective use of rewards and recognition
- What about the supervisor – how can he/she stay involved?
- The safety professional is key to ongoing success

4. Tools for Measuring and Influencing Positive Change

- How to develop a robust Safe Behaviour Inventory (SBI™)?
- How to create sound behavioral definitions?
- How to create behavioral definitions from various concentration channels?
- Using historical data as a means of supporting your SBI™
- How to use sensing sessions, interviews, and anecdotal information?
- Why your inventory is a critical component of the process?
- Why and how different forms of scoring can be used?

5. Understanding Collaboration and Feedback within a BBS Process

- Why involvement is so necessary?
- Create opportunities for more involvement
- What types of involvement are critical to your BBS process?
- Why teams and BBS are a perfect marriage?
- Positive coaching and one-on-one forms of influence
- Understand the importance of formal and informal feedback and why both are needed
- Why and how group feedback can be used to maximise positive change?
- Develop systems of upward feedback as a powerful source of alignment

6. Using Data to Drive Your BBS Process

- Understand the importance of upstream measurement
- Create a focus on the right kinds of metrics
- Develop new metrics to proactively assess your culture to support BBS and breakthrough barriers

- Understand and measure trust as a key supportive element
- The positive effectives of trust built through safety
- Tips guaranteed to help you build and maintain trust through your BBS process

7. Using Steering Committees and other Supportive Groups

- How to provide long term objectives and direction from existing groups?
- Define roles and responsibilities for critical support
- Understand the mission and objectives of your support groups
- Use the support matrix for ongoing achievement
- Group interactions — from the strategic to the tactical

8. Getting Your Organisation Ready to Move Forward

- Understand the importance of your kick-off meetings
- What major components are necessary to initiate implementation of BBS?
- Who needs to be involved to set the right tone for your BBS start-up?
- Why establishing the right safe climate is critical to your success?
- How to establish the right forms of communication and direction?

CASE STUDIES: An Insight into How Various Organisations Implement BBS

- Learn more about the most important types of leadership involvement
- Understand the definitive types of employee involvement for your process
- Learn how feedback, collaboration, and goal-setting will optimise your results
- Develop greater insight through a broad-range of case studies relating to BBS
- and the types of results you can expect
- Understand why BBS succeeds and why it fails

9. Closing the Loop — Putting it All Back Together

- How to plan your BBS implementation?
- Understand the basic and variable timetables for implementation
- How to enhance what you are now doing – what works best?
- Overview, summary, and wrap-up of BBS and your future safety performance



DAVID J. SARKUS, MS, CSP

David Sarkus is a consultant, speaker, and author as well as the president and founder of David Sarkus International. He holds a Master of Science in Organisational Psychology from St. Mary's College in Moraga, California and a Master of Science in Safety Management from West Virginia University. He is also a Certified Safety Professional (CSP), by examination.

David has more than 20 years of progressive occupational health and safety management experience in large, diversified industrial settings. Currently, he works with a variety of organisations that want to improve safety performance and reduce related losses through his value-added services. These include firms such as **DuPont, ExxonMobil, H. J. Heinz, General Electric, Pfizer, Princeton Plasma Physics Laboratory, Siemens Automotive, Shell Exploration & Production, TRW, and Unilever.**

David is the author of the book, *The Safety Coach®: Unleash the 7C's for World-Class Safety Performance!* His book also serves as the foundation for Coastal's video, *Safety Coach: The Seven C's of Safety.* The *Safety Coach®* video features David as the on-camera host and special guest, Bobby Bowden, Head Football Coach of Florida State University, Two-time National Champion. He is also author of a top selling safety culture change book: *The Safety Coach® Says ...You Can Champion Change!*

David's speaking and consultative work includes a broad-base of value-added strategies and interventions such as leadership development, coaching, safety culture change, teamwork, behaviour-based processes, safety management systems assessments, and climate and cultural work that spans over two decades of research, development, and application. He is a recognised worldwide leader in the practice of safety management.

David is a frequent contributor and featured author for *Industrial Safety & Hygiene News (ISHN)* as well as *Professional Safety* magazine. He also serves as technical editor of *Industrial Safety & Hygiene News* and has over 30 research-based articles in print.

Logon to www.davidsarkus.com to find out more about David J. Sarkus and his services. You can also subscribe to his monthly newsletter which is packed with great information.

TESTIMONIALS

"I believe the most effective tool you used was your ability to fully connect with the audience ... you delivered a very powerful message on SHE (cultural) excellence, you kept the entire group interested and engaged for the entire day."
 - Lewis C. Booker, CSP, Director Safety, Health & Environment • Unilever

"Your safety climate and culture work with our groups helped tremendously. It kept us focused and gave us the type of information we sorely needed. We achieved significant improvements in our safety performance and had one of our very best years ever!"
 - Dean Glenn, MPH, Regional HS&E Manager • TRW Automotive

"You have helped us to understand the role that our organisation must play in keeping safety a priority in everything we do. We are extremely grateful for your help and we are well on our way to achieving world-class safety performance!"
 - Robin Doherty, Director of Safety, Training & Compliance • WestCan Bulk Transport

"With your climate and culture work we had our best numbers year ever!"
 - EHS Manager • Fortune 200 Company • World-Class Safety Performer Best 100 Companies to Work for in America

A BONUS JUST FOR YOU:
 Get David's Top-selling Book for Free: *The Safety Coach®: Unleash the 7C's for World-Class Safety Performance!*
 This book highlights the key principles that world-class organisations use to shape their cultures and the everyday actions and attitudes of their workers.

To register, please contact
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Behaviour-Based Safety and Beyond™ (BBS)	26 - 27 Jul 2006	20 - 21 Jul 2006
Registration Fees (for per person per master-class)	US\$1,100 nett	S\$1,795 nett
Register by 15 Apr 2006	US\$900 nett	S\$1,495 nett
Register by 15 May 2006	US\$1,000 nett	S\$1,695 nett

Enjoy group discounts off early bird fees when you register 3 or more persons for each master-class. PLUS, if the same person registers for both master-classes, he / she will enjoy an extra 5% discount.

YES! Please register me / us: Creating a World-Class Safety Culture™ - WSC Behaviour-Based Safety and Beyond™ - BBS

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Master-Class A:
CREATING A WORLD-CLASS SAFETY CULTURE!™

18 – 19 Jul 2006
 Orchard Hotel, Singapore

24 – 25 Jul 2006,
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Master-Class B:
BEHAVIOUR-BASED SAFETY AND BEYOND!™

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Led By
David J. Sarkus, MS, CSP

- Industry Expert With Over 20 Years' Of Real-World Experience
- Founder And President Of David Sarkus International (www.davidsarkus.com)
- World-Class Speaker And Consultant
- Best-Selling Author Of "The Safety Coach®: Unleash the 7Cs for World-Class Safety Performance!" and " The Safety Coach® Says: You Can Champion Change!"

FREE for All Attendees!
The Safety Coach® Says: You Can Champion Change!
 An outstanding safety culture change book that you can use to better understand safety culture change and to more fully engage your leaders for long-term success!

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Master-Class A: **CREATING A WORLD-CLASS SAFETY CULTURE!™**

18 – 19 Jul 2006
Orchard Hotel, Singapore

24 – 25 Jul 2006,
Crowne Plaza Mutiara Kuala Lumpur, Malaysia

WHO SHOULD ATTEND

This two-day learning master-class is designed for any person who is responsible for improving safety performance and shaping a world-class safety culture. It has been designed for any industry type – **manufacturing, petrol-chemical, assembly, fleet safety, or any other service related industries**. If you are a **safety professional or specialist, plant manager, general manager or supervisor** responsible for minimising injury and illness rates – this master-class is for YOU!

HIGHLIGHTS AND BENEFITS

Discover the keys to long-term success in safety:

- **Assess** and characterise your current safety culture
- **Push** your organisation through the barriers of safety change
- **Shape** and align your safety culture with your overall mission for success
- **Engage** leadership at various organisational levels for long-term improvement
- **Develop** new, positive and powerful safety metrics
- **Build** on current cultural, programmatic and process strengths
- **Reduce** accidents, recordable injuries, and first-aid cases by as much as 50%
- **Create** greater positive safety dialogue at all organisational levels
- **Increase** the efficiency of proactive monitoring of the workforce
- **Treat** safety and support safety improvement as a deeply-seated cultural process and not an event
- **Improve** key safety dimensions across all organisational boundaries for long-lasting safety culture change and world-class achievement!

MASTER-CLASS ACTIONABLES

- Fully characterise your safety culture within the **Safety Culture Matrix™**
- Gain new insights into your safety climate and safety culture
- Discover the formulae for highly effective safety teams
- Develop and execute a safety strategy and plan for long-term success
- Assess your current safety culture within 11 key dimensions
- Discover barriers and resistance to positive change and how to work through them
- Uncover leadership capabilities and requirements on 3 distinct levels
- Understand the process of change and the 4 components of the safety change cycle
- Formulate an 8-step approach that leads to world-class safety performance!

MASTER-CLASS TAKE-AWAY

This master-class will provide each attendee with practical and powerful solutions to achieve long-lasting success in safety. You will walk away from this information-packed master-class with:

- Chart and diagrams
- Various skill and learning assessments
- Checklists and templates
- Group and individual exercises for more comprehensive learning

Note: Programme content and material can change without notice to best fit participants' needs.

Allow David to teach you how to develop a plan for long-term success in safety - a plan that will allow you to re-shape your safety culture in order to reduce losses and costs that impact the bottom line!

PROGRAMME OUTLINE — CREATING A WORLD-CLASS SAFETY CULTURE!™

1. Strategic Assessment of Your Safety Culture

- How to utilise the Safety Culture Matrix™?
- Why safety climate surveys are so important?
- How sensing sessions help to qualify your safety assessments?
- How to develop your own robust safety culture assessment?

2. Reshaping Your Safety Culture

- What are the 8 keys for safety culture change?
- Using the Change Readiness survey as a safety change process tool
- Understand the 4 phases of change and their importance
- Assess where your organisation “gets stuck” in the change process
- How to evaluate barriers to resistance and how to overcome them?
- Learn the kinds of personal and organisational opposition to safety change you will face

3. Engaging Your Leaders

- What does positive and proactive safety leadership look like at 3 organisational levels?
- Engaging leaders at the top
- Learn the 3 domains of leader engagement
- Aligning personal and organisational change with your company's mission
- Safety change as a total quality management concept

4. High-Performance Safety Teams

- How to move from safety committees to teams?
- Move from an “I Can” to “We Can” safety culture
- What are the 3 foundational elements needed to move from safety committees to teams?
- Why you'll need these 5 basic elements for true safety teams to really work?
- How to keep your teams going strong?
- How to use the safety team worksheets for your own high-performance safety teams?

5. Supervisors and Team Leaders – Still Keys to Your Success

- How to use the Safety Coaching and Social Influence Survey™?
- Understanding the importance of safety coaching and reinforcement
- Establishing and maintaining powerful relationships to impact worker attitudes and actions
- How to use information that will lead to durable changes in actions and attitudes?
- How to get to the 3 most important types of change in attitudes and actions?
- Putting it all together with the 7 C's of safety influence
- Using the PACE technique for positive safety coaching

6. Building and Maintaining Trust through Safety

- What trust is and what it is not?
- Moving from low-trust, no-trust and anything in between
- Trust as it relates to team members, managers, supervisors, and suppliers / customers
- Using trust established through safety as a competitive advantage
- The 4 critical dimensions of trust
- The positive effectiveness of trust built through safety

- Using the trust worksheets to evaluate experiences with trust and safety
- 12 tips guaranteed to help you build and maintain trust through safety

7. Listening is Critical within a High-Performance Safety Culture

- Assessing your communication and listening styles
- Understanding how well you and your people listen
- Controlling emotions and wanting to listen better for safety's sake
- Using upward feedback as a key positive safety metric
- Your plan for helping others listen better to improve safety performance

8. Understanding and Using the Safety Culture Grid™

- What are the 5 primary factors that will influence your safety culture?
- How do the 9 key behavioral principles influence your safety culture over time?
- Management style and safety culture types – how do they fit?
- Why mental models and their underlying principles are critical to your success?
- Using the hidden safety culture dimensions to go deeper into the change process

CASE STUDIES: (2 Organisations)

- Learn the key dimensions that world-class organisations use to make safety thrive
- Characterise the achievement of a world-class safety performer
- Understand how organisations make the top 6 dimensions really work for them
- Take a look into a lower performing organisation and why they just don't get it
- How to use the Safety Culture Grid™ as an objective and proactive measurement tool?

9. Putting it All Together

- How do you write a robust strategic safety plan and what are the keys?
- How to use groups exercises to shape your safety culture?
- How to use 11 key dimensions to form and shape your future state of safety excellence?
- How to use 5 supportive behavioral science principles to drive, shape and continuously improve your newly formed safety culture?



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26 - 27 Jul 2006
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WHO SHOULD ATTEND

This two-day learning master-class is designed for any person who is responsible for improving safety performance and wants to learn more about behaviour-based safety (BBS). The programme is very thorough yet it goes beyond the basics of BBS as we head into a whole new era of safety performance enhancement! It has been designed for any industry type – **manufacturing, petrol-chemical, assembly, fleet safety, or any other service related industries**. If you are a **safety professional or specialist, plant manager, general manager or supervisor** responsible for cutting injury and illness rates – this master-class is for YOU!

HIGHLIGHTS AND BENEFITS

Discover the keys to BBS, implementation and long-term Success:

- **Assess** the key aspects of BBS to better understand its application for you
- **Determine** the critical components and steps necessary for long-terms success
- **Discover** the importance of planning within BBS
- **Understand** the connection between BBS and safety culture change
- **Impact** all domains of attitude formation for more effective types of attitude change
- **Learn** new strategic and tactical techniques that will take your process to a whole new level
- **Align** the actions and attitudes of everyone in your organisation for long-term improvement
- **Engage** and assess current and future leadership at all organisational levels as it pertains to BBS
- **Jumpstart** your process within quickly changing work environments
- **Understand** the process of change and how it relates to BBS implementation
- **Eliminate** behavioural causes of human error
- **Close** the gap between concentration errors and related behavioural errors
- **Build** new, powerful, proactive and positive safety metrics for your BBS process
- **Enhance** current safety programmes through BBS
- **Reduce** accidents, recordable injuries by as much as 70%

Note: Programme content and material can change without notice to best fit participants' needs.

David will teach you how to initiate, enhance or jumpstart your BBS process so you can save big money and impact the bottom-line in very direct ways!

MASTER-CLASS ACTIONABLES

This master-class is specifically designed for those who want to learn more about BBS or for those who want to improve their current BBS process.

- Create a robust system to influence everyday safety attitudes and actions
- Learn positive coaching techniques that will directly impact behaviours and the bottom line
- Learn more about peer observation and supervisory observations
- Understand the importance of feedback and the various forms of BBS feedback
- Create your behavioral inventory with brand new concentration elements
- Create multi-level metrics to improve leadership and safety alignment
- Develop practical inventories and checklists with concentration definitions for sustainable change

MASTER-CLASS TAKE-AWAY

This master-class will provide each attendee with practical and powerful solutions to achieve long-lasting success in safety. You will take away from this information-packed master-class with:

- Charts, diagrams, and worksheets
- Assessment protocol and related materials
- Checklists and templates
- Group and individual exercises for more comprehensive learning

