



Why you should attend **ProAct Safety's Annual BBS Conference**

Behavior-Based Safety (BBS), like any worthwhile endeavor, requires professional development. People involved in the consulting, support, or day-to-day efforts of BBS will be busy and motivated during the implementation and early development stages of the process. After these initial stages, stasis and burnout begin to attack. Professional development can help to fend them off. Ongoing opportunities to network, get new ideas, and be reminded of the importance and potential of what you are doing renews the spirit of engagement and empowers the huge flywheel of continuous improvement that are so necessary to long-term sustainability and value.

Renewal: The inspiring ideas on the recruiting posters begin to fade as the soldiers meet the reality of the trenches. BBS creates an inspiring vision of new ways to attack potential accidents, but the day-to-day battle and other priorities and workplace realities wear away at the vision. It is important periodically to renew the vision and re-vitalize the motivation to succeed.

Networking: If you want to be successful, associate with successful people; catch their spirit and learn their ideas. Little in life is as motivating as learning you are not alone and that others share your vision and challenges. Those who have been successful inspire those still struggling and everyone learns how to take their process to the next level. Networking can also begin relationships that help long after the conference is over and establish contacts for ongoing support and mentoring.

New Developments: BBS is a dynamic process and new techniques and approaches are developed each year. Sharing case studies and object lessons from innovators of BBS is a sure way of expanding the opportunities for success and sustainability. Many attendees renew their process with ideas that transform BBS and better fit their site culture.

Alternative Strategies: Almost every site that implemented BBS chose the path strategy that seemed best at the time of implementation. After more experience with BBS, alternative ways begin to make sense and new opportunities unfold as you learn how others progressed, what worked for them, and why. Staying with one strategy may be the way to future success, but exploring options and validating that strategy is a very valuable exercise, best accomplished with the help of experts and others who have been successful.

Q: Where can you find the right people and ideas to accomplish the professional development of your BBS process?

A: At ProAct Safety's Annual Conference