

## **Behavior-Based Safety Webinar Series**

### **Lean Behavior-Based Safety: A 30-Minute Overview (33 min)**

What You Will Learn:

- What is Lean BBS®?
- What does it focus on and why?
- Where Lean BBS fits into operational/safety excellence
- An overview of the methodology and elements of the approach
- Implementation opportunities
- What it takes to make it work
- The top 10 contributing factors of BBS failures
- What makes Lean BBS different

### **Assessing Your Behavioral Safety Process (34 min)**

Results from traditional Behavior-Based Safety processes can plateau after the first two to three years of operation. At this point, the process can become routine and lose its original results-based orientation. When this occurs, the success that motivated the process early on are quickly diminished, and the entire process tends to simply “go through the motions” and slowly lose momentum. Don’t let this happen to you. Based on ProAct Safety’s extensive experience in assessing and improving all major approaches to Behavior-Based Safety, this webinar will provide a simple structure to internally assess your existing Behavioral Safety process.

### **Five Steps to a Successful Safety Observation (29 min)**

Organizations will not achieve sustained excellent results in safety without a process in place that understand risk exposure, prior to an incident or injury. To accomplish this, organization must have a coaching approach to safety and an observation framework that guides the conversation. This webinar provides five proven steps that have been used with great success in thousands of organizations. Whether peer to peer or supervisor to worker, it’s all about being A.W.A.R.E.

### **Key Process Indicators for Behavior-Based Safety (33 min)**

What is most important to measure with Behavior-Based Safety processes? Is there one ideal indicator? Yes, indeed there is and it isn’t the number of observations. There are both process and results indicators in BBS and both need to be understood and managed. But, there is a single Key Performance Indicator that allows for better management of both the process and results of BBS.

This webinar outlines the five vital indicators of a healthy, effective and efficient BBS process. The framework provided within has been successfully used with hundreds of processes worldwide. For the first time, in this webinar, ProAct Safety will share this methodology.

### **The 10 Contributing Factors of Behavior-Based Safety Failures (32 min)**

Whether you like it, love it, or have never heard of it, behavioral safety processes have created value and controversy for thirty years. Multiple methodologies argue for a dominant position in the marketplace resulting in confusion and strengthening an often dangerous resolve to do-it-yourself. It is hard to decipher which approaches have created sub-optimized results, or in some cases, failures. Both equally often result in substantial barriers to future attempts. With the experience of partnering with hundreds of organizations to break past these previously established barriers, this

webinar will provide insight into the ten commonly-found contributing factors of failures and enable you to ensure your path leads to positive transformation, rather than false-starts and failures.

### **The Role of BBS in Safety Excellence (57 min)**

Behavior-Based Safety does not replace traditional safety efforts; it supplements them and provides focus. Learn how BBS can fit into an overarching strategy for safety excellence (STEPS to Safety Culture Excellence<sup>SM</sup>) and about other initiatives that can complement and aid in accomplishing that strategy.

### **The 3 E's of BBS Success (57 min)**

A BBS process should not be measured simply by accident reduction. Learning how to get and keep employees engaged in the process and how to make the process produce and sustain the maximum results with the minimum of resources are keys to success. Through case studies and audience participation, this session explores better-practices and outlines options on how to make sure these three elements are alive and well in your BBS process.

### **Hidden Mistakes That Keep BBS from Producing Desired Results (51 min)**

When BBS fails to produce the desired results, the reasons for the failure are not always obvious. Learn from the experts what the hidden mistakes are and how to avoid them before they happen. This session will provide key takeaways that include how to identify these mistakes, and options to prevent and overcome them.

### **Staying on Track with BBS: Measuring, Communicating & Accountability (59 min)**

Most processes focus measurement, communication and accountability on only the number of observations being completed. This is one of the most frequent errors of BBS processes. This session provides the audience with proven tools (e.g., balanced scorecards for BBS, communication dashboards, accountability methodology) that provide focus for communication and proactive accountability at the local and/or corporate level.

### **Continuous Improvement & Sustainability: New Results & Making Them Last (59 min)**

Most processes, if properly focused and supported, are able to obtain significant first- and even second-year results. The challenge then lies with keeping it fresh, finding new results and maintaining focus. The tools to start a process are not the same as those to continuously improve it. This session explores methodologies that are sure to provide fresh result opportunities for any process, regardless of BBS maturity.

### **Taking Observations to the Next Level (60 min)**

Is your goal to catch risky behavior or to focus your coaching where it will provide the most value? It is time to help observers really make a difference, not just hit target numbers and go through the motions. Furthering the observation strategy to focus on efficiency and effectiveness, and training observers to be effective safety coaches, is key. It also sets a great example for those in leadership.

### **The Misunderstood Goals of Behavior-Based Safety (60 min)**

What is the purpose of BBS? What does your process focus on and, most importantly, why? BBS is a situationally-appropriate tool to address one of the four types of safety behaviors. Learn what these are and how to convey the rationale and value-proposition in a way people will understand and support.

### **BBS Best Practices & Lessons Learned: Stories from the Field (62 min)**

This session will share stories from their field: the good, the bad and the ugly. These experiences directly from ProAct Safety efforts and observations from audition successful and failed attempts other consultants have experienced implementing BBS. This is vital to help foster an understanding of what goes right or wrong, and why. It is important to understand not just theories, but real examples and allow the attendees to learn from the experience of others, challenging the perception of what is possible, what works, and what doesn't.

### **BBS Motivation – Not Just Incentives and Rewards (60 min)**

For many processes, motivating participants becomes increasingly challenging. A range of approaches can be utilized to capture the desired level of volunteerism and discretionary effort of those involved and impacted by the process. This session shares the latest research and better practice approach to maximize motivation, without unnecessarily adding hidden demotivators.

### **Maximizing Results with Observation Data (62 min)**

This session assists participants in understating the steps necessary to design a good data management action-plan prioritization and problem-solving program in conjunction with Behavior-Based Safety efforts. BBS observations are most definitely a great tool for the creation of a culture of safety awareness and development of a personal safety focus. However, without a good BBS data management strategy, the process, volunteerism and motivation will most likely not be sustainable.

### **Measuring BBS – The Perfect Leading Indicator for Process Health (61 min)**

Zero incident programs and goals are the desires of average safety cultures, not excellently-performing ones. Organizations that have achieved sustainability of excellent results in culture and performance define, measure and motivate what they want, rather than what they don't. Is health the absence of visible disease? This session clearly outlines the difference and provides a framework to achieve and measure sustainability, the biggest differentiator.

### **On the Horizon – What Lies Ahead for Behavioral Safety (61 min)**

No one knows for sure what the future holds, but it is important to look forward and predict what BBS will look like in the future and what role it will continue to play in safety and culture improvement. Preparing for the inevitable changes will make your future smoother and more successful. Listen to the experts who have successfully predicted most of the changes in BBS for the past 20+ years.

### **When No One's Around: A Focus on Driving and Self-Observation Tactics (63 min)**

This webinar provides proven guidelines established from over 25 years of helping drivers break out of the mindset of complacency – and reality-check their own habits, at the right time. Participants will be provided the necessary steps to facilitate the creation of customized self-observation strategies that can be used in any driving environment and any industry.

### **Unions and BBS: The 7 Deadly Sins (60 min)**

There are many processes called Behavior-Based Safety or something similar, and unions oppose most of them. When you examine union resistance to BBS, you find seven common objections. We should recognize that their concerns and complaints are real and valid. Some approaches to BBS have caused problems, and the results have been negative for unions and their members. But the next question should be: Is this problem the result of a flaw in the core philosophy of

BBS or is it the result of poor methodology? The fact that there have been hundreds of successful union-friendly BBS methods at union sites suggests the latter. How did this opposition start, why is it not resolved and what can you do about it if you want to use BBS at a union site? Explore the history, the seven key issues and a detailed plan for BBS success that has worked at over 600 union sites.

### **Common Traps to Avoid (63 min)**

Behavioral safety processes have created value and controversy for over thirty years. Multiple methodologies argue for a dominant position in the marketplace resulting in confusion and strengthening an often dangerous resolve to do-it-yourself. It is hard to decipher which approaches have created sub-optimized results, or in some cases, failures. Both equally often result in substantial barriers to future attempts. With the experience of partnering with hundreds of organizations to break past these previously established barriers, this talk will provide insight into the common traps to avoid and enable you to ensure your path leads to positive transformation, rather than false-starts and failures.

### **From Surviving to Thriving (55 min)**

Any methodology that creates new results can also, as a byproduct, create a new culture. If the process doesn't keep up with the new reality, it will almost certainly become an awkward fit. Is your BBS process simply surviving, doing all it can to avoid failure or is it thriving, adding new value every day? This webinar explores simple and practical steps to breathe life into any BBS methodology and even measure how precisely your process is thriving.

### **Finding New Results Through Efficiency and Cost-Consciousness (55 min)**

After assessing sites with mixtures of all major BBS methodologies, one thing is common: lack of efficiency. This webinar explores opportunities for significant improvements in how the process is structured, focused, data leveraged and continuously improved. Learn how hundreds of organizations of all sizes have easily found vast opportunities to be better cost-conscious and make their processes lean (efficient and value-focused).

### **Internal Implementation Considerations (58 min)**

Would you purchase a vehicle with the hood welded shut? Probably not, but this analogy precisely represents how organizations tend to invest in behavior-based safety (BBS). When a company has determined it is ready for a behavioral approach to injury prevention, who should lead the implementations: external or internal consultants? As experts in BBS, we believe organizations should look first at internal capabilities. After auditing and enhancing hundreds of existing BBS processes in every major industry, one unfortunate truth cannot be refuted, organizations that do not attempt to internalize the expertise necessary for long-term BBS success in the beginning rarely do so later on. When the most important information to the process is largely externalized, a consultant must remain on-call, which is not the healthiest way to lead a major improvement in any area of operations. The stickiest of culture changes are led from within. This webinar explores internal implementation considerations that should be part of any plan around BBS.