

# BEHAVIORAL BASED SAFETY

*Creating A World Class  
Safety Culture With  
Behavioral Safety*

31 JANUARY - 02 FEBRUARY 2012  
RADISSON BLU  
DUBAI DEIRA CREEK  
UAE

SAFETY  
SERIES

## COURSE OVERVIEW

### IMPROVE YOUR BBS PROCESS TO REALIZE ZERO INJURIES !

**B-Safe®** Our IOSH award winning behavior-based safety process, B-Safe® has a 'Blue Chip' pedigree. Born in the UK construction industry with funded research from the British Health & Safety Executive (OSHA equivalent) in the early 1990's, our clients have consistently achieved 40-75% reductions in injuries within the first 12 months of operation.



#### Behavioral Based Safety

If you or your company are just embarking on a Behavioral Safety process, are currently in the initial stages, or looking for ways to maintain your current process you will learn all about behavioral safety and the steps involved in its implementation and maintenance. Led by leading world expert, Prof. Dominic Cooper, this informative workshop will answer many practical questions.

- The workshop will focus on the prevention of workplace injuries by focusing on people's safety related behaviors.
- The management approach presented in the workshop has proven to be extremely effective at reducing injury rates, and other serious consequences such as property damage, business interruptions, environmental releases, regulatory agency violations, etc.
- The workshop includes interactive exercises and case studies to enhance the learning experience.
- Case studies will include the successful application of effective behavioral techniques in Offshore Oil & Gas, Petrochemicals and Manufacturing.
- Lessons learned from other work places within the Construction, Paper, Steel, Food, Agrochemical and chemical industries will also be explored throughout the three days.
- Results achieved include Zero Lost Time Accident Rates within 12-18 months, and improved bottom line profits.

### Latest TESTIMONIALS from Bahrain & Dubai sessions:

- 1 "Dominic provided first class instruction on the BBS process. We intend to utilise this in the coming months to revitalise our existing programs and take us to the next level and beyond."  
- Andy Britten, HSE Manager, Oryx-GTL
- 2 "It is an eye opening workshop regarding behavioral based safety, backed up by years of academic research and real case studies."  
- Jirapong Dharaphop, Senior Safety Manager, PTTEP
- 3 "This has been the most beneficial course I have attended. The theory is sound & the greatest positive was showing us how to practically implement BBS."  
- Godfrey Ristow, Technical Advisor, QEWC



**EXCLUSIVE TAKEAWAY**  
For early bird bookings before 30 Dec

Prof. Dominic's much awaited NEW Book!  
"Behavioral Safety: A Framework for Success"  
WORTH US\$65

## YOUR INTERNATIONAL COURSE FACILITATOR



**Prof. Dominic Cooper**  
C.Psychol C.FIOSH

CEO  
BSMS Inc

One of the world's leading authorities in Behavioral Safety, Prof. Cooper is both a Business Psychologist and a Safety Professional who has implemented behavior-based processes internationally for over 20 years. A past Professor at Indiana University, he has written 6 business books and over 150 articles on Behavioral Safety, Safety Culture change, and Safety Leadership.

Much more than an academic, Dr. Cooper has worked shoulder to shoulder, on-site with frontline managers and employees, creating and fine-tuning the most effective Behavioral Safety process available. As the CEO of his behavioral consulting firm B-Safe Management Solutions, Dr. Cooper is actively engaged with clients, is an internationally known speaker, and is a member of several professional organizations.

Dr. Cooper developed B-Safe®, an award winning Behavioral Safety process, and co-founded BSMS Inc, an international behavior-based safety consulting firm operating in the Americas, Africa, Asia, Australasia, Europe, and the Middle East. His clients consistently achieve world class safety performance.

Dr. Cooper continues to innovate and refine Behavioral Safety by actively working as an on-site consultant and project manager. He maintains his grounding in real-world safety issues by participating in, and managing, multi-consultant, multi-site projects on Behavioral Safety, Safety Culture improvement, and Safety Leadership.

#### Professional Qualifications:

- Ph.D. from the University of Manchester Institute of Science and Technology (UMIST)
- Chartered Psychologist, Associate Fellow of the British Psychological Society (BPS)
- Chartered Fellow of the Institute of Occupational Safety & Health (IOSH)
- Member of American Society of Safety Engineers (ASSE)
- Member of the Society of Petroleum Engineers (SPE)

## COURSE CONTENT

### AGENDA

#### HOW THIS WORKSHOP WILL BE CONDUCTED

## DAY1 HARNESSING THE POWER OF BEHAVIORAL SAFETY

- What is Behavioral Safety
- Case Study: Middle East LNG Construction
- Overview of in-house Behavioral Safety implementation factors
- Critical update on Behavioral Safety design factors and their impact
- Case Study: Short-term Behavioral Safety Implementations for shutdowns / turnarounds
- Safety Culture and the psychology of Behavioral Safety

### Assessing your current safety efforts to enhance your Behavioral Safety Process

- The concept of readiness and how to rate your company
- Methods for assessing readiness
- Strategies for conducting safety readiness assessments
- Practical assessment exercises

## DAY2 DESIGNING YOUR BEHAVIORAL SAFETY PROCESS

- **Planning your Behavioral Safety process:**
  - How can the observation process best be established?
  - Developing a self-management approach with employees working in isolation
  - Developing a peer to peer observation approach
  - Developing a workgroup observation approach
- **Analyse management systems and human performance problems:**
  - Accident Analyses with Applied Behavior Analyses
  - Identifying contributing factors and root causes to accidents
  - Early detection and response to potential problems
- **Developing Behavioral Observation Checklists**

## DAY3 IMPLEMENTING AND MAINTAINING THE BEHAVIORAL SAFETY PROCESS

- Recruiting Observers
- Training and introducing observers into the workplace
  - The purpose and challenges of basic observation skills
  - Enhancing communication skills to maximise the usefulness and acceptance of feedback
- How to involve your people in setting improvement targets
- Providing feedback for maximum effect
- What leadership role does senior management play?
- Involving line management in your improvement plans
- Maintaining the process
  - Understanding trends in the observation data
  - Using the data to develop strategies to improve safety
  - Using observation data to develop action plans to enhance the functioning of the process



Seminar Questionnaire Examination



## WHY THIS EVENT

The aim of this interactive workshop is to provide you with new skills critical to the management of safety and other business activities such as quality and productivity.

After attending this workshop, you will leave fully armed with the knowledge needed to introduce behavioral safety into your organization.

The combination of interactive presentations, hands-on exercises and open discussion groups along with real case studies, ensures you will obtain maximum value from attending.



## WHO SHOULD ATTEND

- Vice Presidents, Directors, General Managers
- Safety Managers, Supervisors and Engineers
- HSE Professionals and Safety Auditors
- Site/Plant/Factory/Operations Managers
- Maintenance Engineers and Managers
- Facilities Management & Training Managers

## COURSE SCHEDULE

8.00	Registration & Coffee/Tea
8.30	Workshop commences
10.30 - 11.00	Morning coffee/tea
12.30 - 13.30	Lunch
15.00 - 15.30	Afternoon coffee/tea
16.30	End of day

## IMPROVE YOUR BBS PROCESS TO REALIZE ZERO INJURIES!

Some Behavioral Safety Processes can take many years to truly impact injury rates while others can take 12-24 months to get you to Zero. The Behavioral Safety Maturity Ladder shows that increasing ownership and coverage leads to greater injury reduction. Based on extensive empirical research, each level has been shown to exert an ever-increasing impact on injury rates.



An excellent way for companies to measure their progress, the Maturity Ladder represents the five possible maturity levels of Behavioral Safety processes in organizations. These range from Beginning (Level 1) to Excelling (Level 5)



## Appended below are some examples of companies that benefited from Dominic's program

### SABIC Petrochemicals (UK) Ltd

- B-Safe® implemented all plant areas for 12 years
- Implemented on four major overhauls
- Crews develop own behavioral checklists
- Crews took ownership of whole system
- Achieved world class safety status with a TRIR of 0.05



*"A very good course and it will help us to improve our safety behavior."*  
- ADGAS, UAE

### Sample of Results by Industry

BSMS's consulting practices produce measurable and sustainable results that add value to our clients bottom line profits. Typical results are presented in the table below.

Activity	Man Hours	Safety Performance Pre-Intervention (per 200,000 hrs)	Safety Performance Post-Intervention (per 200,000 hrs)	\$ Value Added (approx.)
LNG Construction	19,410,000	Total Recordable Case Rate = 0.66 Lost Time Injury Rate = 0.13	Total Recordable Case Rate = 0.15 Lost Time Injury Rate = 0.03	\$25,500,000
LNG Operator	10,543,250	Total Recordable Injury Rate = 0.5 Lost Time Injury Rate = 0.21	Total Recordable Injury Rate = 0.25 Lost Time Injury Rate = 0.07	\$17,132,781
Construction	8,622,000	Total Recordable Injury Rate = 0.34	Total Recordable Injury Rate = 0.06	\$14,010,750
Titanium Dioxide	5,000,000	Lost Workday Injury Rate = 2.7	Lost Workday Injury Rate = 0.0	\$11,000,000
Manufacturing	4,320,000	Total Recordable Injury Rate = 5.68	Total Recordable Injury Rate = 1.2	\$7,020,000
Hydrocarbon Processing	400,000	Total Recordable Injury Rate = 3.0	Total Recordable Injury Rate = 0.0	\$4,000,000 injury reductions + 32% Insurance Premium Reductions + \$500k/yr from 5te/Hr steam savings
Paper	3,500,000	Total Recordable Injury Rate = 0.60	Total Recordable Injury Rate = 0.12	\$4,565,000
Foods	1,680,000	Total Recordable Injury Rate = 9.8 Lost Time Injury Rate = 1.0	Total Recordable Injury Rate = 4.2 Lost Time Injury Rate = 0.0	\$2,730,000
Paints	826,666	Total Recordable Injury Rate = 2.0	Total Recordable Injury Rate = 0.5	\$1,408,333
Agrichemicals	800,000	Total Recordable Injury Rate = 2.3	Total Recordable Injury Rate = 0.75	\$1,300,000

The average Return on Investment (ROI) from a BSMS intervention is approximately \$65 per employee, per 40 hour week, in direct injury reduction costs. This figure excludes additional savings arising from reduced operating costs.

*"A very interesting course whereby solutions were given to back up the theoretical knowledge - not often the case with other BBS programmes."*  
- Stephen Howells, Div. H.S.S. Manager - Operations Division, Almarai Company

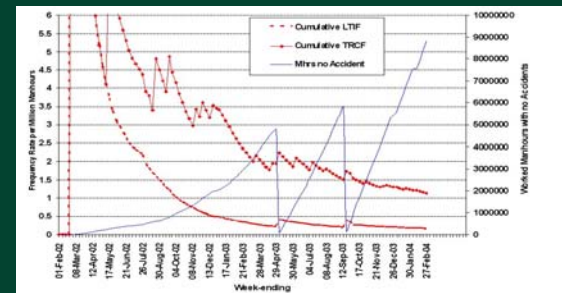
### RasGas (Qatar) LNG Trains & Construction

- Achieved 136 million man hours LTI free with B-Safe®
- Safest upstream Oil & Gas Company in 2007 and 2008 (OGP and SGS)



### TSKJ (Nigeria) LNG Construction

- 20,000 plus workers
- Lost Time Incident Rate (LTIR) fell 0.13 to 0.03.
- Total Recordable Incident Rate (TRIR) fell 0.66 to 0.15.



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world class  
safety culture  
with behavioral safety

31 JAN - 02 FEB 2012  
RADISSON BLU  
DUBAI DEIRA CREEK



# REGISTRATION FORM

Fax: +603 9205 7788

Tel: +603 9205 7770

Mobile: +6016 3327 360

Email: events@360bsi.com

## DELEGATES

1 Name : \_\_\_\_\_  
Name on tag: \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_

2 Name : \_\_\_\_\_  
Name on tag: \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_

3 Name : \_\_\_\_\_  
Name on tag: \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_

## AUTHORIZATION

(This form is invalid without a signature)

Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Tel : ( ) \_\_\_\_\_  
Organization : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_

Signature : \_\_\_\_\_ Date: / / \_\_\_\_\_

## FEES (please tick as appropriate)

- USD 2,995** per delegate
- USD 8,250** - Special for Group of 3
- USD 13,250** - Special for Group of 5
- USD 24,500\*** - 3 Day In-House Training up to 25 participants

The fee does not include any taxes (withholding or otherwise). In case of any taxes applicable the client has to ensure that the taxes are paid on top of the investment fee paid for the course. Compliance with the local tax laws is the responsibility of the client.

\* In-house training fees includes: Trainer fees, flight, accommodation and customization of program, excluding training venue.

## IN-HOUSE TRAINING

360 BSI is passionate about providing strategic safety programs and high potential training solutions across the region to build personal competencies and organizational capability.

You will receive practical training from a professionally qualified educator with over twenty years of teaching and training experience.

Please feel free to mix-and-match topics from the areas listed below to get the right training content for your staff. Other topics may be available upon request.

## OTHER RELATED PUBLIC COURSES

- Successful Safety Leadership
- Root Cause Analysis
- Behavioral Safety Clinic
- Safety Risk Assessment
- Field Incident Command
- Emergency Dispatch & Control Center Operations
- Critical Infrastructure Security

## Hotel Contact Details:

For Room Reservation, please contact Gayathri Yedukumar.  
Telephone: 00971 4 2057105 Fax: 00971 4 2234698  
E-mail: reservations.dxbza@radissonblu.com

Radisson BLU Hotel, Dubai Deira Creek  
Baniyas Road, P.O. Box 476, Dubai, UAE

## General Information:

- 1 Closing date for registration is 26th January 2012.
- 2 The fees cover lunch, tea breaks, materials and certificate.
- 3 Official confirmation will be sent, once registration has been received.
- 4 Participants will need to arrange their own accommodation.
- 5 Attire: Smart Casual

## Cancellations/Substitutions

Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event. All cancellations will carry a 10% cancellation fee, once a registration form is received. All cancellations must be in writing by fax or email at least 2 weeks before the event date. Cancellations with less than 2 weeks prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

**Thank you for your registration!**

## PAYMENT DETAILS

Payment is required within 5 days upon receipt of the invoice.

### Bank transfer:

**360 INTERNATIONAL LIMITED**  
**Standard Chartered Bank**  
**P.O.Box – 999 Al Fardan Building,**  
**Al Mankhool Area, Bur Dubai, Dubai, U.A.E**  
**Account No: 02-2077311-01 USD**  
**Swift No: SCBLAEADXXX**  
**IBAN No: AE920440000102207731101**

All payments must be received prior to the event date