



Thought Leaders

Psychology of Safety



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How to get the best out of your safety initiatives.

"If you don't know where you're going, how do you expect to get there?"

Many companies try to improve safety performance without having a clear vision of where they are going or how to get there. They squander their energy, time, and money on activities that are not aligned with an integrated goal-achieving strategy.

Keeping fingers crossed, they hope the winds of fortune will blow them into "Safety Heaven" where no-one gets hurt. They dream of the day they will consistently achieve zero harm.

Living in a fantasy world, they don't know what Safety Heaven looks like, and they don't know how to get there. Dreaming of tomorrow to erase today's pains, they put safety excellence on hold, to deal with today's safety crisis.



How our expertise can help you.



Over the years we have researched and developed many successful strategies which have helped hundreds of companies to transform their safety culture.

If you're serious about the rapid progress of results from our focused interventions, then read on to discover more.

Our integrated approaches are divided into discrete, stand alone modules, designed to move you through a set of strategic steps to help you achieve your objectives. Tailored to your needs in order for you to get the best out of them, they are designed with you and your company's success in mind.

Developing an excellent safety culture requires the involvement of the whole workforce, top to bottom, directing their efforts at continual improvement. The main strategies to deliver this are: Assess, Lead, Engage, Correct, and Review. Treated as separate modules on the path to success, in combination they provide a very powerful boost to your safety culture change efforts.

If you don't know where you are now,
how do you know where you are going?

Safety culture assessment is more a science than an art. Making use of the multiple methods available to us that we have developed or refined over the past 28+ years, each has clearly established links to actual safety performance. Benchmarking the results allows us to determine where your safety culture is relative to thousands of other companies, and provide a clear view of the road ahead to reach "Safety Heaven".

You are not alone. Follow others along the path to success.

Strengthening safety leadership is critical!

Once you know where you are going, effective safety leadership skills are necessary to steer all parts of the company in the right direction. Safety leaders are the key to defining the desired state, inspiring their teams to succeed, removing blockages, and driving the safety value.

We help improve people's safety leadership skills at all levels via safety leadership masterclasses, and provide interventions that are known to increase safe behavior by as much as 86 percent.

An average 69 percent reduction in injury rates is often achieved.

Are your employees truly engaged in safety?
They should be!

Engaging and involving employees in safety is extremely important.

Engaged employees are 5 times less likely to experience an injury!

Employee engagement helps ensure employees are committed to their company's safety goals and values, while motivating people to contribute to success.

The key aspect is ensuring that engagement is two-way: leaders deliberately reach out to engage with employees to focus on safety issues, who in turn proactively and positively engage with leadership. This helps create a genuine safety partnership to improve performance.

Using proven tools, we help companies install a tailored behavior-based safety process as the main vehicle to deliver substantial improvements. This results in the workforce identifying hazards, reducing risks, following-up corrective actions, looking out for each others safety, and dramatically impacting injury rates.





Corrective actions can arise from root cause analyses of incidents, lessons learned, close-calls, leadership safety walk-rounds, workforce observations, hazard identification exercises, and risk assessments.

Fixing corrective actions is extremely important as it is known to improve safe behavior by around 20 percent. If the corrective actions are left to be dealt with sometime in the future, or not at all, it causes the workforce to silently withdraw from safety, and leads people to be more unsafe as they negotiate the residual risk(s) during their workday.

Good safety leaders don't accept excuses for inaction!

BSMS can assist by helping to re-focus your efforts on eliminating system faults and hazards via our masterclasses in Hazard Identification, Risk Assessment, and Root Cause Analyses. We also advise on effective and meaningful performance indicators to ensure optimum improvement.

Adopting different perspectives to assess the effectiveness of a corrective action process shows the workforce that the company is genuinely committed to reaching "Safety Heaven".

Failing to reach “Safety Heaven” can be devastating for those injured, for your company reputation, your share price, and your bottom-line, especially when your company is repeatedly and publicly used as an example of what not to do.

Many companies that experience the negative effects of a poor safety culture tend to only monitor their incident rates: it’s like driving a car by always looking in the rear-view mirror. The incidents have already happened and now the company is in crisis mode as it does not know why the incidents occurred.

One of the components of a high performance safety culture is self-awareness. Without performance feedback, we don’t know where we are relative to our goals. Those companies within reach of “Safety Heaven” have paid attention to the feedback from a host of forward looking performance indicators that are linked to their safety culture improvement strategy.

These companies know where they are on their journey at any moment in time, and make the necessary adjustments to ensure they stay on the right path.

BSMS has a 28+ year track record of helping companies develop the right safety performance indicators to achieve their goals. When linked to safety culture, leadership, employee engagement, management systems, and corrective actions, these positively impacted safety and profitability.

As a result, many of our clients have achieved ‘world-class’ status.

Effective feedback is the key
to high performance!



So, ask yourself: Is your company really committed to improving safety? It doesn't matter how perfect a company's intentions are if they are not prepared to champion and drive improvement to reach "Safety Heaven".

What is the truth of your current situation? Our recent research into Process Safety disasters identified seven (7) common features of a broken safety culture. These are:

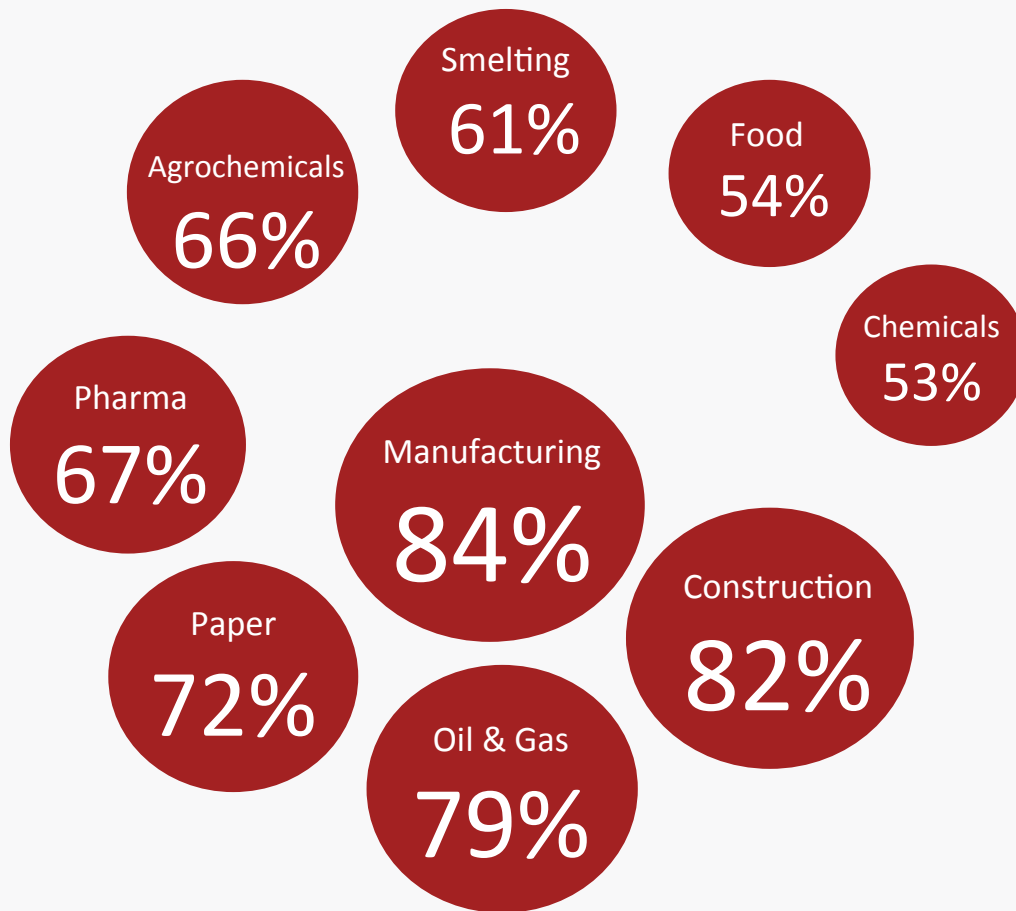
- /// a culture of profit before safety
- /// a culture of fear so that problems remain hidden
- /// a culture of ineffective leadership
- /// a culture of non-compliance to rules & procedures
- /// a culture of miscommunication
- /// a culture of competency failures
- /// a culture of ignoring lessons learned

The potential for a major incident increases exponentially with the number of broken safety culture features you have. Any one of these currently present in your company signals an opportunity for change. The more you have, the more you should be concerned.

Talk to us about how we can help you reach "Safety Heaven".

To successfully improve your safety culture, you must maintain a consistency of purpose, focus, and execution.

How our expertise helps clients.



Average Injury Reduction

Grounded in workplace psychology principles which apply to behavior in all cultures and settings, we have consistently helped clients achieve marked reductions in their injury rates.

The added-value from our sustainable solutions provides an ever-increasing Return on Investment

Our tailored solutions include safety culture assessments, safety leadership master-classes, and employee-engagement processes. These are supported with our software solutions that provide relevant performance indicators.

We also help with hazard identification, risk assessments and root cause analyses.

Over the past 28+ years or so, BSMS has gained an enviable reputation as a reliable partner that always delivers results. Recognized by the wider safety community as global experts, we have assisted companies in more than 30 countries.

Our clients from a wide variety of industries have all had the common aim of reaching “Safety Heaven”. With a lot of effort and commitment on everyone’s part, many have won safety excellence awards from external bodies for their improved safety performance.

Our people bring a wide range of expertise from a number of disciplines, and are dedicated to ensuring each client’s success. Our services can be delivered either directly by BSMS advisors or by Train-the-Trainer processes, whichever meets the client’s needs.

Our integrated modular approach of assessing safety culture, enhancing safety leadership, engaging employees, re-focusing client’s efforts to eliminate hazards, and developing effective performance indicators, pulls together our vast experiential learning over the years.

At the forefront of thought leadership in safety culture, we are proud to contribute to the wider safety community’s knowledge-base by publishing our field research in scientific journals and practitioner magazines, presenting at professional industry conferences, or writing text books, some of which can be located at our free online safety resource when visiting our website.

The best way to predict your
safety future is to create it!





B-Safe Management Solutions Inc.
Franklin, IN 46131, USA

Tel: +1 (317) 736 8980
e-mail: info@bsms-inc.com