



Advanced Behaviour Based Safety Workshop

An Excellent Opportunity for Integrating Sustainable Safety Processes and Culture

**EARLY BIRD
REGISTRATION DISCOUNT**
Register early by 4th June 2010
to enjoy \$200 discount off
the regular price.

24th – 25th June 2010 • La Palm Royal Hotel, Accra, Ghana

Fact!!

Occupational injuries and accidents are insufficiently appreciated contributor to the total burden of costs to governments and businesses, consuming budget and profits at an alarming rate. An injury with \$1,000 in direct claims costs will also bring about \$5,000 of indirect costs.

According to Global estimates of occupational accidents research (2005), In Sub-Sahara African countries, more than 54,000 occupational accidents happen annually. Approximately 42 million work-related accidents and injuries take place that cause at least 3 days of absence from work. This indirect and unbillable costs associated with workplace injuries represent a huge percentage of the total cost that's impossible to assess until your business or organization runs into trouble.

Key Benefits – Reasons Why You Must Attend.

- * **Develop** a proprietary approach and a proven framework to structure and establish a custom Behaviour Based Safety (BBS) program that will create a culture of safety and establish safety leaders.
- * **Establish** a proactive rather than a reactive approach to preventing injuries/accidents.
- * **Equip** yourself with the knowledge to identify patterns in major accidents events and injuries and the relationship between behaviour and incident/injury causation.
- * **Identify** challenges and barriers towards effective and optimal implementation of behaviour based safety approach and strategies to overcome the challenges.
- * **Cultivate** employee engagement in safety through behaviour observation and evaluative feedback response/process.
- * **Benefit** from different case studies from Fortune 500 companies on BBS.
- * **Ensure** a positive and lasting effect on your understanding, implementation and optimization of BBS through the application of multimedia materials (photos and videos) for illustration during the training.
- * **Sustain** and strengthen your HSE framework with a successful behaviour based safety process that will guarantee your organization a competitive edge in business performance.

Course Facilitator:



Mr. Charles Shoemith
BSc (Hons) Behavioural Science,
PGCE (Teaching qualification)
MEd (Educational Psychology),
MSc (Occupational Psychology)
Chartered Psychologist (CPsychol),
Chartered Scientist (CSci)
M.D/CEO, Psychologica, U.K

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Workshop Format

The strength of the workshop is its interactivity. Open discussion of critical issues, lively and educative group discussions will ensure this workshop has a lasting positive effect on your understanding, implementing and optimizing BBS process. Exercises will be used where work will be undertaken in small break-out groups and multi-media material (video and photos) will be used to illustrate learning points and case studies.

Organised by:



Magenta Global

Registration No: 200707851H



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Dear Colleague

Safety in our workplace must be addressed the way any other critical business function is addressed. In addition to the cost factors I discussed above, safety issues have major bearing on market competitiveness and the perception of our company by the public and regulators.

Perhaps the key debate in the safety field this time is whether accident prevention should focus on potential machine hazards or potential human factors? There is no doubt in my mind that the inventiveness of people makes them the greater hazard. As such, behavioural factors should be the focus.

Thus, behavioural based safety is an excellent approach to a total safety culture for your organization or business regardless of your industry. A safety program that does not change you or your employees mindset towards identifying and analyzing those factors that support safe or unsafe behaviour is not a fool-proof safety program.

I look forward to meeting you in Accra, Ghana in June 2010 for this wonderful training programme on BBS to help us integrate and inculcate the practice in our different work places and industry. It is of critical importance. There should be no room for complacency in safety.

Agha Ikenna Benjamin (Mr.)
Program Manager, Magenta Global.

ABOUT YOUR COURSE FACILITATOR



Charles is a Chartered Psychologist and Chartered Scientist with many years' international experience consulting in the area of individual and organisational behaviour and learning. He has particular expertise in the design and development of innovative and effective solutions to complex organisational and people performance issues. He has consulted across a wide variety of business sectors addressing issues such as productivity, health and safety, quality, productivity and customer service. He is an extremely effective presenter and trainer, applying his background in learning and educational theory to tailor courses to meet specific needs.

As a recognized expert and veteran in the field of behavioural based safety with more than 2 decades of experience, Mr. Shoesmith has been involved in various behaviour based safety consultancies and projects across different industries. Some of his projects and consultancies include:

1. He designed and led a variety of safety projects including implementation of behavioural change processes, safety leadership development, and a scheme directed at contractor management for a renowned global oil and gas company.
2. Charles personally formulated and spearheaded a pan-European project where the focus was on identifying readiness factors relating to the implementation of a behaviour based safety process for an international chemical company based in Europe. This project then progressed into various implementations of a behaviour change process in the company's other plants in the UK, France, Holland and Denmark.
3. He led a behavioural research programme for a train operating company investigating why train drivers proceed through red signals, and accordingly designed subsequent intervention which focused on developing more effective performance management skills in driver managers.
4. For a major UK based energy transmission and distribution company and a nuclear power generation and fuel reprocessing company, Charles designed an innovative behaviour change process to fit the needs of this complex UK wide business where the workforce is widely dispersed as well as led workshops targeted at the latter company's behaviour based safety co-ordinators and human factors specialists. This work included the application of behavioural theory into accident investigation.

His client list involves fortune 500 companies and mega multinational companies among which is:

- BP (Exploration and Production), BP (Petrochemicals), BP (Global Power)
- CPC (Caspian Pipeline Consortium – Russia / Kazakhstan)
- GlaxoSmithKline (pharmaceuticals)
- Nestle (FMCG)
- TNK-BP (Russian oil and gas company)
- SSL International (Durex – Thailand, China, India)
- Centrica Energy
- Nuclear Decommissioning Authority – UK
- PetroCanada
- National Grid – UK
- BAE Systems

Charles is a member of the Associate Fellow of the British Psychological Society (AFBPPS).

DAY ONE – Thursday, 24TH June 2010

SESSION 1: Making the business case for Behaviour Based Safety

- The increasing prominence of HSE
- What does poor safety cost?
- The ethical and moral responsibility
- Human reliability and sustainable operations
- BBS – investing in your business success
- The behavioural link to other key business performance issues – environment, reliability, quality,

SESSION 2: Understanding the problem- human error: mistakes and violations

- Focus on the safety plateau phenomenon
- The link between incidents and safe behavior
- The nature of work activity that leads to behavioral risk
- Difference between mistakes and violations
- Process of developing bad habits
- Behavioral process as a problem not a process

SESSION 3: Incident causation – why do things go wrong?

- Examples of safety and environmental incidents and behavioural contribution
- Human reliability
- Appreciating complexity of events
- Errors and violations and their influencing factors
- Active behaviors and latent events
- Error management strategies
- Human factors / behaviour and incident reporting / investigation

SESSION 4: Behavioral theory – the underpinning psychology

- The need to develop practice based on good theory
- The attraction and limitations of simple theories linking cause and effect
- Getting to the truth – achieving deep understanding of the problem
- Explaining errors - cognitive psychology and information processing
- Vigilance and attention
- Social learning theory
- Motivation theories (reinforcement theory, goal theory)
- BBS – an integrated model

SESSION 5: Organizational learning and just culture

- Defensive attitudes and barriers to engagement
- Barriers limiting organizational learning and development
- Openness and honesty versus responsibility and accountability?
- Introducing a “just” approach in contrast to “blame free” – establishing boundaries and consequences
- Reviewing the approach to reporting with a view to increasing quality reporting
- Rules and procedures – getting the balance right



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DAY TWO – Friday, 25TH June 2010

SESSION 6: Safety leadership behavior

- Critical role of safety leadership – the need to focus on safety leadership behaviour
- Leadership role in articulating and reinforcing the safety vision
- Identifying critical leadership behaviors
- Moments of truth – how leaders create organizational meaning
- Building in a process of accountability so as to ensure that the critical behaviors become integrated into common practice – Time For Safety

SESSION 7: Supervision and coaching

- Identify the critical manager/supervisor behaviors and associated accountabilities
- Provide managers/supervisors with critical soft skills, promote a positive approach through greater emphasis on recognition
- Establish a “we don’t walk past unsafe acts” logic, develop effective coaching skills
- A process for recording observations
- Examples of behavioural safety audits

SESSION 8: Employee involvement and teamwork

- 3 different BBS models for involving the workforce
- Review and promote mechanism to foster greater workforce engagement and ownership
- Develop greater emphasis on teamwork and teams, with performance measures and local improvement plans
- Design and introduce a workforce approach to behavioral improvement using some form of peer-on-peer observation process

SESSION 9: Evaluation and Performance management – using measurement to evaluate strategy and tactics and to motivate behavior

- The critical need to evaluate the impact of safety interventions
- Developing more valid and reliable measures of risk assurance
- Using these measures to create greater interest in HSE improvement – local measures and regular feedback
- Developing a structured and systematic approach to reward and recognition
- Integrate HSE performance management within the wider business metrics, develop an emphasis on “safe production/ safe business”

SESSION 10: Implementing BBS

- BBS as a fundamental rather than an HSE add-on
- Different organizations, different approaches
- Critical success factors
- Making a start - assessing the culture and climate
- Designing the way forward – an organizational BBS blueprint
- Evaluating impact of BBS
- Case study examples of BBS implementations

WHO SHOULD ATTEND?

The training program is a must attend for all senior personnel/decision makers in the following departments regardless of industry; Health safety & Environment (HSE) Occupation Health & Safety (OHS), Safety, Maintenance, Manufacturing/production, Safety Engineering, Plant Managers/GM

Job titles include:

HSE Managers & Engineers | Risk Managers & Engineers | Plant Managers & Engineers | Site Managers & Engineers | Operational Risk Managers & Engineers | Operations Managers & Engineers | Project Managers & Engineers | Maintenance Managers & Engineers | Training Managers

Program Schedule

Day 1 & 2

8.00am - 08.30am – Registration

8.30am - 10.00am – First Session

10.00am – 10:30am – Morning Refreshments and Networking Break

10.30am - 12:00pm - Second Session

12.00pm - 13:30pm – Lunch Break

13:30pm – 15:30pm – Third Session

15.30pm – 16.00pm - Afternoon Refreshment and Networking Break

16.00pm – 17.30pm – Fourth Session and Course Ends

About Psychologica

Psychologica is a company that aims at designing tailor made solutions to solving business performance problems through establishing the principles of behavioral science within the work situation and encouraging the right behaviours to drive business performance. The company’s focus is upon people’s behaviour as the key business results driver. The company has an international client base extending across many business sectors and across various geographies.