



Behavior Based Safety
Application of science of behavior
to change your safety culture.

EH&S Management

MARTIN LINKING

Behavior Based Safety Best Practices

Shanghai, China
24th & 25th May, 2012

Why do we need Behavior Based Safety plan?

Accident statistical studies show that 86% -96% of the incidents are behavior related. Orbit Cross Method of accident also point out the unsafe behavior is an important cause of the accident, thus removing the unsafe behavior can effectively prevent the majority of the accidents. Study of international safety experts believes that behavior observation program is the most effective safety program. The companies which had successfully implemented Behavior Based Safety plan are also surprised to find that Behavior Based Safety plan can not only create an accident-free working environment, but also is useful to establish corporate safety culture. Corporate safety personnel who conduct Behavior Based Safety plan can be surprised to find that their relationship with employees is no longer the relationship between the police and the thief, but the relationship between mentor and co-workers.

More and more domestic companies actively introduced Behavior Based Safety plan, some companies encountered a lot of resistance in the implementation of the process, resulting in Behavior Based Safety plan collapse, although some companies have also introduced a successful Behavior Based Safety plan, but with the development of the project, safety personnel found it increasingly difficult to allow employees to participate in the program, the Behavior Based Safety plan is already dying.

How can smooth the introduction of Behavior Based Safety plan? How can the Behavior Based Safety plan achieve sustainable development?

Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

Course Introduction

This Behavior Based Safety plan training will focus on answering the above two questions, which can help you learn how to implement Behavior Based Safety plan in the company, it also can help you understand how to maintain your current Behavior Based Safety plan, and further combine with the company's management system, making it an organic whole. The training will arrange a lot of discussion and exercises between classes, through a variety of exercises, you will learn to:

- Understand why traditional safety management will fail
- Learn various stages of safety development
- Master behavior observation method
- Learn effective methods of safety communication
- Learn to analyse the company's safety culture
- Master how to make behavior observation card
- Learn traps and obstacles to implement the Behavior Based Safety plan and the solution
- Learn to make the implementation plan of Behavior Based Safety plan
- Develop the company's vision, mission and values of the Behavior Based Safety plan

Forms of training

Through the case, panel discussions and role-playing, trainees will understand Behavior Based Safety plan related knowledge and skills.

The training will help you achieve

- ✓ Clearly understand whether the company already meet the requirements to implement Behavior Based Safety plan
- ✓ Clearly understand the obstacles to implement Behavior Based Safety plan and solutions
- ✓ Learn to make the implementation plan of Behavior Based Safety plan
- ✓ Learn to make key behavior card
- ✓ Learn to observe and communicate about safety
- ✓ Learn to promote the management to participate in behavior observation program
- ✓ Learn to develop the company's vision, mission and values of the Behavior Based Safety plan

Day 1 **Basic of Behavior Based Safety plan**

Today's training will make you understand accident theory and psychological theory of Behavior Based Safety plan, learn how to conduct behavior observing process.

Section 1 - Why Behavior Based Safety plan is needed?

Through this section, you will understand behavior and accidents related theories, and safety at various stages of development, understand why Behavior Based Safety plan could improve the company's safety performance, how can the company gain from Behavior Based Safety plan. At the same time, you will understand why traditional Behavior Based Safety needs to be changed.

- Traditional Behavior Based Safety thinking
- Case discussion
- Orbit Cross theory of accident
- Safety development stages
- Safety pyramid
- Well-known Behavior Based Safety programs

Session 2 - Why Behavior Based Safety plan can succeed?

This section will make you understand psychological theory of Behavior Based Safety plan, and how to apply theory to establish safe behavior.

- ABC method of behavior
- Influencing degree of consequences to behavior

Session 3 - How a typical behavior observing process is conducted?

This section will make you understand how a typical behavior observing process is carried out, help you understand how to observe safety and observation trap. This section will also help you develop a positive safety communication method and prevents entering communication trap.

- Facial features four-dimensional observation
- Magic questions
- Complete behavior observation process
- Feedback
- Psychological foundation
- Report
- Communication practice

Summary of day one

Day 2 **Sustainable Behavior Based Safety plan**

Today's training will make you understand whether a company can start to carry out Behavior Based Safety plan, and how to plan implementation of a Behavior Based Safety plan and keep its sustainable development.

Section 1 - Whether can carry out Behavior Based Safety plan

Through the company's current safety situation, you can know whether a company meet the requirements to carry out Behavior Based Safety plan. If there are no foundations to carry out Behavior Based Safety plan, you can know the areas your company should improve to carry out Behavior Based Safety plan.

- Position the current status of the company's safety
- Group exercise - SAFEONE company's problem

Section 2 - How to implement Behavior Based Safety plan?

Through constituting Behavior Based Safety Plan committee, make behavior observation cards, train relative personnel, collect Behavior Based Safety observation cards, and get statistical report of behavior improvement effect, you can learn how to promote Behavior Based Safety plan.

- Commitment of the management
- Committee
- Plan
- Make behavior observation card
- Training
- Practice: Make key behavior card
- Action
- Report

Section 3 - How to implement sustainable Behavior Based Safety plan?

By identifying traps in carrying out Behavior Based Safety plan, establishing the vision, mission and values, etc. of Behavior Based Safety plan, integrate Behavior Based Safety plan into safety management system. You can learn to achieve sustainable development of Behavior Based Safety plan in your company.

- Traps of Behavior Based Safety plan
- Vision, mission and values
- Practice - identify vision, mission and value
- Incentive
- Behavior Based Safety plan and management system

Summary of day two

About Your Trainer

Tom Chen

He had worked for more than 15 years in the safety and environment area. His work experience includes state-owned enterprises, Hong Kong enterprises, European enterprises and private enterprises, and worked as engineers, managers and senior EHS consultant. Tom is now China safety manager in a US enterprise.

Tom began contact with BBS in 2004, and launched a BBS project in the company in early 2005. After the implementation of the BBS project, the company has achieved the safety performance of non-work days lost. Tom took part in joint international MBA courses of Lingnan College of Zhongshan University and the Massachusetts Sloan School in 2004, and graduated in 2007. His thesis is about Behavior Based Safety based management system.

Tom has a solid background and rich experience in safety leadership, Behavior Based Safety, chemicals management, incident investigation and management system. And his work experience in different types of companies also enabled him to provide proposal for the actual needs of enterprises.

Tom is committed to introduce the international advanced EHS theory and practice to China, to contribute to the development of EHS in China. For this Tom set up EHS Elite Google groups in 2008, and has attracted the EHS elite from home and abroad to join.

Key Experience and recent achievements

- In 2009, two companies received Safety Award and the Division Safety Award from the group headquarters
- In 2009, one company's environmental energy-saving projects is included in a collective book of advanced experience by the local EPA
- In 2008, two companies received Safety Award and the Division Safety Award from the group headquarters
- In 2008, a company received the honour of Advanced Security Group and Advanced Environment Group from the local government
- In 2008, a company was introduced as advanced enterprise in occupational risk management in a occupational diseases propaganda film by the local health monitoring institutions and was invited to share experiences on its forum
- In 2007, a company was granted Advanced Safety Group by the local government
- In 2006, a company participated in the government's waste reduction projects, and successfully became the first one of 50 companies to obtain the certificate

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Whitney Shen** on **+86 28 8532 7678** or email whitney.shen@martinlinking.net to discuss further possibilities.

Industries for this training:

- Chemical
- Oil
- Metal Manufacturers
- Auto manufacturers
- Machinery manufacturers
- Pharmaceutical
- IT manufacturers
- Builders
- General manufacturing enterprises



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马汀令可

行为安全最佳实践

上海，中国

2012年5月24日至25日

为什么需要行为安全计划

事故的统计研究表明了有 86%-96% 的事故与行为相关，事故的轨道交叉法也指明了不安全行为是事故的一个重要致因，因此消除不安全的行为可以有效的防止大部分的事故。国际安全专家研究认为行为观察计划是最有效的安全项目。各已成功实施了行为安全计划的公司也惊奇的发现行为安全计划除了可以创造无事故的工作环境，也有利于公司安全文化的建立。企业的安全人员通过行为安全计划可以惊奇发现他们与员工的关系再也不会是警察与小偷的关系，而是导师与同事的关系。

国内越来越多的公司积极地引进行为安全计划。有些公司在推行过程中遭遇到了许多的阻力和陷阱，致使行为安全计划半途而废，也有些公司虽然已成功引进了行为安全计划，但随着计划的发展，安全人员发现其越来越难使得员工参与到计划中来，行为安全计划已是奄奄一息。

如何能顺利地引进行为安全计划？如何能实现行为安全计划的可持续发展？

课程预问卷

为了确保这一课程正是适应了您的需求，培训师将通过它来评估您的知识，经验和需要。

课程简介

本行为安全计划将致力于回答以上两大问题，其可以帮助你学会如何在公司推行行为安全计划，同时也可以帮助你懂得如何去维持你们现在的行为安全计划，并将其进一步与公司的管理体系相结合，使其成为有机整体。课程安排了许多课间的讨论和练习，通过各种练习，你将学会：

- 了解传统安全管理为何会失败
- 了解安全发展的各个阶段
- 掌握行为观察的方法
- 学会有效的安全沟通方法
- 学会进行安全文化分析
- 掌握行为观察卡的制定方法
- 了解行为安全计划中的陷阱及阻碍，以及解决方案
- 学会制定行为安全计划的推行计划
- 制定公司的行为安全计划愿景、使命和价值观

培训形式

通过案例，小组讨论和角色扮演，学员将了解行为安全计划的相关知识和技巧。

该培训将帮助您达到什么目标：

- ✓ 清楚公司是否已具备行为安全计划的推行条件
- ✓ 清楚公司推行计划的阻碍以及解决方案
- ✓ 学会制定行为安全计划的推行计划
- ✓ 学会制定关键行为安全卡
- ✓ 学会观察及沟通安全
- ✓ 学会推动管理层参与行为观察计划
- ✓ 学会制定公司的行为安全计划愿景、使命和价值观

第一天 行为安全计划基础

本天的培训可以使你了解行为安全计划的事故理论和心理理论，掌握如何进行行为观察流程。

第一节 为何需要行为安全计划？

通过本节，你会了解行为与事故的相关理论，以及安全发展的各个阶段，明白行为安全计划为何能够改进公司的安全业绩，公司如何能从行为安全计划获得什么。同时，你也会明白传统安全行为为何需要变革。

- 传统安全行为思路
- 案例讨论
- 事故的轨道交叉理论
- 安全发展阶段
- 安全金字塔
- 知名的行为安全计划项目

第二节 行为安全计划为何能够成功？

本节会使你了解行为安全计划的心理理论，以及如何将理论应用于建立需要的安全行为。

- 行为的 ABC
- 后果对行为的影响程度

第三节 一个典型行为观察流程是如何进行的？

本节会使你了解一个典型的行为观察流程是如何进行的；同时也会帮助了解如何观察安全以及观察陷阱；本节也帮助你建立一个积极的安全沟通方法以及防止进入沟通陷阱中。

- 五官四维观察法
- 魔力问题
- 完成行为观察流程
- 反馈
- 心理学基础
- 报告
- 沟通练习

第一天总结

第二天 可持续的行为安全计划

本天的培训可以使你明白公司是否具备推行行为安全计划的条件，以及如何策划行为安全计划的推行并且保持其可持续性发展。

第一节 是否能够实行为安全计划

通过对公司安全现状的定位，你可以了解公司是否能够推行行为安全计划。如不具备行为安全计划推行基础时，你可以知道公司应该改进哪些方面才能推行行为安全计划。

- 公司安全现状定位
- 练习- SAFEONE 公司的问题

第二节 如何实行为安全计划？

通过组成行为安全计划委员会，制定行为观察卡，对相关人员进行行为安全计划培训，收集行为安全观察卡，并统计报告行为改进的成效，你可以学会应该如何推进行为安全计划。

- 管理层承诺
- 委员会
- 计划
- 制定行为观察卡
- 培训
- 练习：制定关键行为卡
- 行动
- 报告

第三节 如何可持续地推行行为安全计划？

通过识别行为安全计划推进过程中的陷阱，建立行为安全计划的愿景、使命与价值观等，将行为安全计划溶入安全管理体系中，你可以学会实现行为安全计划在你公司的可持续发展的。

- 行为安全计划的陷阱
- 愿景、使命与价值观
- 练习-确定愿景、使命与价值
- 激励
- 行为安全计划与管理体系

第二天总结

关于培训师

Tom Chen

从事安全环境工作已有15年，他曾在国有企业、香港企业、欧洲企业与私有企业工作过，任职工程师、主管和高级EHS顾问。现Tom在一家美资企业担任中国安全经理。

Tom在2004年开始接触BBS，并在2005年初在公司推行了BBS项目，其公司从推行BBS项目以来，实现了无损失工作日的安全业绩。2004年Tom参加了中山岭南（大学）学院与麻省斯隆学院合办的国际MBA课程，并以2007年毕业，其毕业论文为基于行为安全的安全管理体系。

Tom在行为安全、安全领导力、安全思考方法、工作许可证制度、化学品管理、事故调查与管理体系上具有坚实的背景和丰富的工作经验，其在不同类型公司的工作经历也使他能够提供适合各企业实际需要的方案。

Tom致力将国际EHS先进理论和实践引进国内，为推动国内的EHS发展贡献一份力量。为此2008年Tom建立了EHS Elite谷歌群，并吸引了来自国内外EHS精英的加入。

关键经验和近期成绩

- 2005年初开始在一公司推行行为安全计划，2006年在另一公司推行行为安全计划
- 2006年一公司参与政府的减废项目，并成功成为首批获得证书的50家企业之一
- 2007年开发并推行ASSETS模型安全领导力发展项目
- 2007年领导一公司取得ISO14001和OHSAS18001认证
- 2006年开发并推行三思行为思考项目
- 2008与2009年两公司获得集团总部安全奖和事业部安全奖
- 2008年一公司获得当地政府授予先进安全集体和先进环境集体
- 2008年一公司在当地卫生监督所推出的职业病宣传片中做为职业危险管理先进企业推出，其后受邀在其主办的论坛上分享经验
- 2007年一公司获得当地政府授予先进安全集体
- 2009年一公司的环境节能项目被当地环保局收录在其先进经验汇集册中

内训方案

如果公司有很多人有着类似的培训需要，那么您不妨考虑内部培训的解决方案。

培训将在贵公司现场举行。并且培训可以根据您具体的要求来进行。

请联系Whitney Shen来讨论合作的可能：

电话：+86 28 8532 7678

电邮：whitney.shen@martinlinking.net

需要此次培训的行业：

- 化学
- 石油
- 金属制造商
- 汽车制造商
- 机械制造商
- 制药企业
- IT制造商
- 建筑商
- 一般制造型企业

Behavior Based Safety Best Practices

SH20120524-2-Sales Contract-Please Complete in Capital Letters and Black Ink

Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 8532 6768

Fee Per Delegate

Two Day Training Fee RMB 6995 per person

All the registered delegates are entitled for a set of documentation free of charge

DOCUMENTATION RMB 1000

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: _____ Fax: _____

Nature of Business: _____

Company Size: 1-99 100-249 250-499

500-999 1000+

Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: _____

Position: _____

Signature: _____ Date: _____

This booking is invalid without a signature.



Register Now

Contact: Whitney Shen

Tel: +86 28 8532 7678

Fax: +86 28 8532 6768

Email: whitney.shen@martinlinking.net

Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 8532 7678.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

CONFIRMATION DETAILS: After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**' s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.