



Shanghai, China
21st & 22nd October, 2010

Why we need safety leadership

Safety leadership is the determinants of establishing safety culture. Many companies interested in introducing a lot of looks attractive safety management methods and tools, but often these methods and tools cannot achieve the desired results, even fail, one important reason is the company's lack of safety leadership.

How to establish safety leadership? How to evaluate the level of the company's safety leadership?
How to maintain the sustainability of the company's safety leadership program?

Course Introduction

This safety leadership course will focus on answering these questions. This course will introduce ASSETS safety leadership model. The ASSETS safety leadership model is based on the results of leadership research, and has been applied in practice. ASSETS model can help managers understand their safety leadership level, and develop personal safety leadership development program. This course also provides practical safety leadership management tools, which can help you leading safety leadership conference to promote various management personnel to actively attend safety leadership development program:

- ✓ Learn why safety leadership is needed
- ✓ Learn measurement methods of safety leadership
- ✓ Master ASSETS safety leadership development model
- ✓ Master COACH communication method
- ✓ Master think twice observation method
- ✓ Developing corporate vision, mission and value of safety

Forms of training

Through the case, panel discussions and role-playing, participants will learn about knowledge and skills of safety leadership.

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.

Day 1

Thursday 21st October, 2010

0800 Registration and morning coffee

0900 Training Introduction

0915 Evaluation of personal safety leadership

0945 Definition, values and basic of safety leadership,

- Panel discussion: ABC company's Dilemma
- Columbia tragedy and the culture of Alcoa
- Definition of safety leadership
- Value of safety leadership
- Trust is the cornerstone of safety leadership

1000 Morning refreshment and networking break

1030 Corporate vision, mission and value

Group exercise: Corporate vision, mission and value

1045 Safety leadership ASSETS model

1100 Responsibility module

Game: SAFEONE company's legal problems

1200 Networking Luncheon

1330 Responsibility module

- Introduction of Chinese laws and regulations

1400 Object module

- Iceberg theory
- Cheese theory
- Leading and lagging indicators

1500 Afternoon refreshment and networking break

1530 Incentive Module

- Incentive psychology
- Group exercise: SAFEONE incentives story

1600 Evaluation module

- Risk assessment

1700 Conclusion of day 1

Day 2

Friday 22nd October, 2010

0800 Registration and morning coffee

0900 Evaluation module

- High-risk operations
- Accident theory
- Group Exercise: incident investigation

1000 Morning refreshment and networking break

1030 Evaluation module

- Think twice working method - think twice Security Card ®
- Group exercise: think twice working method

1200 Networking Luncheon

1300 Evaluation module

- Safety audits
- Emergency response

1400 Communication module

- COACH communication methods
- Role play: communication methods

1500 Afternoon refreshment and networking break

1530 System module

- Group exercise - Hospital Case
- Requirements of documentation preparation

1600 Develop own personal safety leadership

1630 Safety leadership poison

1700 Conclusion of day 2

About Your Trainer

Tom Chen

He had worked for more than 14 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 65521255** 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



马汀令可

以价值为本的安全领导力

上海，中国

2010年10月21日至22日

为什么我们需要安全领导力

安全领导力是安全文化能否建立的决定因素。许多公司热衷于引进许多看起来诱人的安全管理方法和工具，但往往这些方法和工具都不能达到预期的效果，甚至以失败告终，其中一个重要的原因，是公司的安全领导力缺失。

如何建立安全领导力？如何评价公司的安全领导力水平？又如何保持公司安全领导力项目的可持续发展？

课程简介

本安全领导力课程将致力于回答以上问题。课程会重点介绍 ASSETS 安全领导力模型。该 ASSETS 安全领导力模型是基于领导力的研究成果，并已得到应用。ASSETS 模型可以帮助管理人员了解自己的安全领导力水平，并制定个人安全领导力发展计划。本课程也提供了实用的安全领导力管理工具，可以协助你主持安全领导力评审会议，促使各管理人员积极参与到安全领导力发展计划中：

- ✓ 了解为什么需要安全领导力
- ✓ 了解安全领导力测试方法
- ✓ 掌握 ASSETS 安全领导力发展模式
- ✓ 掌握 COACH 沟通方法
- ✓ 掌握三思观察法
- ✓ 制定公司安全愿景、使命和价值观

培训形式

通过案例，小组讨论和角色扮演，学员将了解安全领导力的相关知识和技巧。

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。

上海，中国
2010年10月21日至22日



培训第一天

星期四 2010年10月21日

0800 签到与早茶

0900 培训介绍

0915 个人安全领导力测评

0945 安全领导力定义、价值和基础

- 小组讨论：ABC公司困境
- 哥伦比亚号惨剧与美铝文化
- 安全领导力定义
- 安全领导力价值
- 信任是安全领导力的基石

1000 课间休息

1030 愿景、使命与价值观

小组练习：愿景、使命与价值观

1045 安全领导力 ASSETS®模型

1100 责任模块

游戏：SAFEONE公司的法律问题

1200 中午休息

1330 责任模块

- 中国法律法规简介

1400 目标模块

- 冰山理论
- 奶酪理论
- 前导性与滞后性指标

1500 课间休息

1530 激励模块

- 激励心理学
- 小组练习：SAFEONE激励故事

1600 评价模块

- 风险评估方法

1700 第一天总结

培训第二天

星期五 2010年10月22日

0800 签到与早茶

0900 评价模块

- 高风险作业
- 事故理论
- 小组练习：事故调查

1000 课间休息

1030 评价模块

- 三思作业法-三思安全卡®
- 小组练习：三思作业法

1200 中午休息

1300 评价模块

- 安全审核
- 紧急应变

1400 沟通模块

- COACH沟通方法
- 角色扮演：沟通方法

1500 课间休息

1530 体系模块

- 小组练习-医院案例
- 文件编写要求

1600 制定自己的个人安全领导力

1630 安全领导力毒药

1700 第二天总结

上海，中国
2010年10月21日至22日



讲师介绍：Tom Chen

从事安全环境管理已有 14 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。2004 年起 Tom 在一家美资化工企业担任中国安全环保经理。

Tom 在 2004 年开始接触 BBS，2005 年初开始在公司推行了 BBS 项目，2006 年 Tom 开发并在公司内推行了三思安全项目，2007 年，Tom 又开发并推行了 ASSETS 领导力项目。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 在安全领导力、行为安全、化学品管理、事故调查与管理体制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。

近期成绩

- 2009 年，两公司获得集团总部安全奖和事业部安全奖
- 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
- 2008 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
- 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

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 6552 1255

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

Value-based Safety Leadership

SH10036-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 6552 1233

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 1500

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 6552 1255

Fax:+86 28 6552 1233

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 6552 1255.

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.