



2008 Conference: Safety Culture Excellence Session Descriptions

Keynote Speakers

Safety Cultures – Finding the Best Balanced Approach

Terry Mathis

CEO, ProAct Safety, Inc.

Wednesday, April 16th, 9-10 am

Achieving safety excellence necessitates addressing safety on two fronts: management and culture. Good safety management is necessary to ensure compliance and to provide basic guidelines for good safety behaviors. A safety culture should address the issues and behaviors that go above and beyond the basics of managing for compliance. The two, if done right and cooperatively, can address virtually all safety issues. Achieving these two parts and the proper balance between them is the topic of this address.

Safety Cultures – Industry Trends, National Needs

Steve Minter

Publisher and Editorial Director, Occupational Hazards/Responder Magazine

Thursday, April 17th, 8:45-9:45 am

Since 2002, Occupational Hazards magazine has recognized companies with outstanding safety cultures through its "America's Safest Companies" program. Past honorees have included DuPont, Alcoa, General Electric, Bechtel and Johnson & Johnson. This session will look at some common elements in these companies' cultures and discuss particular points of excellence, as well as provide a broader examination of safety culture in today's workplace.

Pre-Conference Sessions

Observation Principles & Advanced Tactics

Are you asking the right questions during your observations or are you missing an opportunity to really have an impact? In this session you will learn how to get the most benefit from the time you spend doing observations. We'll detail advanced practices in observation skills proven to unlock the potential of your process.

Steering Team Meeting Principles & Advanced Tactics

Steering Team Meetings are critical to the success of your BBS process. In this session we will discuss how to organize each meeting so that you are using your meeting time in the most effective and efficient manner. We will discuss the challenges of getting your team together, data analysis, action planning and follow through.

Data Analysis & Problem Solving Principles & Advanced Tactics

Valuable information is gathered during the observation process and not knowing how to use it effectively will greatly hinder the success of your process. In this session we will unravel the mystery of observation data and learn how to look for improvement opportunities that are hidden in your data.



Main Conference Sessions

Creating & Closing the Communication Loop

Communication is one of the most important elements in creating an excellent safety culture. It must be timely, on target and clear, otherwise, communication doesn't happen. In this session we will discuss effective channels of communication and how to ensure that people are hearing the message that you mean to send.

Management & Supervisors: When, and When Not to be Involved

Managers and supervisors often ask what their role should be in the BBS process. It can be a difficult and challenging position to be in when you are accustomed to managing traditional safety in one way and then integrate a safety initiative that requires a different approach. In this session we will define what support of a BBS process should look like at the manager and supervisor level.

Sustainable Safety Cultures

Many companies are focused on creating an improved safety culture and have achieved success in doing so. You may have heard of the book by Marshal Goldsmith titled "What Got You Here Won't Get You There" and the same holds true for maintaining a safety culture. In this session we'll discuss ways to continuously increase the positive factor of your safety culture and ensure that you don't fall into traps that negatively affect your success.

Using a Behavioral Approach to Focus on Hand Injury Prevention

According to numerous studies, one of the leading injuries in the workplace is hand related injury. Increasing awareness and applying behavioral coaching has helped many organizations reduce the number of hand injuries within their facilities. In this session, we'll discuss different applications for behaviorally focused approaches that can significantly impact your injury trends.

Challenges of a Global Approach to Behavior-Based Safety

Over the past 10 or more years, Georgia-Pacific has been a leader in safety and health performance amongst forest product companies. However, employees continued to be injured, including some serious injuries. Beginning in 2005, Georgia-Pacific identified five major global initiatives to take the organization to the next level in safety. During this presentation Rudy Hagen, Director, Occupational Health, will discuss this overall improvement strategy and address some of the challenges of developing a company-wide BBS strategy, as well as some of the lessons learned while implementing and supporting BBS processes across the organization over a three-year period.

Advancing Observers - Training, Role Play & Obtaining Commitment

Observers are initially trained as the process begins, however, just as the process matures, your observers need to grow as well. In this session, we will discuss advanced techniques in conducting observations and how to better prepare your observers to practice these techniques.

When No One's Around: A Focus on Driving & Self Observations Tactics

Creating self awareness for safety is important, especially when you are working in environments where it is common to work without other co-workers present. In this session, we will discuss how to



increase personal safety awareness and how this can be applied and used within your safety observation process.

Challenges of a Mobile Workforce

Workforces that move from jobsite to jobsite present many unique challenges including the challenge of effectively managing safety. Hear how one company deals with this obstacle, the struggles they encountered and how they addressed them to customize a safety management approach that has allowed them to improve their safety performance significantly in a short period of time.

Safety Culture Assessments & Planning for Change (Panel Discussion)

Conducting safety cultural assessments are important to determine your safety management needs. Not understanding where you are makes it difficult to determine the best approach to getting to where you want to be. In this panel discussion, we will discuss different approaches of conducting safety cultural assessments and what to do with what you find.

Labor Unions & Behavior-Based Safety (Panel Discussion)

This is a topic that continues to make it on the request list at each one of our conferences. In this panel discussion, union representatives will discuss their experiences with behavior-based safety and the different approaches that work well and do not work well in a union environment. Attendees in this session are encouraged to bring questions and opinions.

Safety Observer Burnout & Motivation (Panel Discussion)

Is your completed number of observations dwindling? Are your observers like zombies? It seems like fun in the beginning, but after months and months of observations, it can get old... In this panel we will discuss what causes observer burnout and what others are doing to create renewed interest in the process.

Culture Steering Team & Observation Challenges (Moderated)

Getting your process designed is only part of what it takes to be successful. Steering teams and observers face a lot of challenges, both when they start a process and even into its maturity. Hear what challenges steering teams and observers are experiencing and learn how they are overcoming those obstacles.

Internal Consultant Challenges: Strategies & Opportunities (Moderated)

Unique struggles exist when observation processes are implemented by internal safety professionals. In this moderated discussion we will address obstacles and barriers to accomplishing successful implementations and struggles often encountered when dealing with organizational pressures.

Support Challenges: Managers, Supervisors & Employee (Moderated)

You've heard the old adage, "Anything worth doing is never easy." Observation processes are no different, but they won't survive if they aren't supported by all levels in the organization. In this moderated discussion, we will hear some of the struggles faced by each level in the organization as they strive to support the observation process.



Lean Principles, SWOT, and KPI's for BBS

As national trends of downsizing and increased automation continue, it has been increasingly important to develop innovative and forward thinking strategies to manage safety with fewer resources. Born from this trend was Lean Behavior-Based Safety. In this session, we will discuss what trends are on the horizon for culture safety management and BBS and how to ensure that you can survive and thrive through the inevitable difficult changes in your organization. One way to prepare for the future is performing a SWOT analysis on your culture improvement process. The resulting findings are divided into four categories: Strengths, Weaknesses, Opportunities, and Threats. Aligning your plans according to this gained profound knowledge will help you to see where your process currently is, where it could go, what could limit or stop your progress; and what Key Performance Indicators will be important to measure improvement, support, sustainability and a continuous "Results Driven Change Philosophy".

Continuous Improvement & Maintaining a Results Orientation (Panel)

Don't get lost in the numbers...but don't lose the numbers! This panel discussion will focus on ways to improve your results and ensure that your process is moving forward and not standing still. We'll discuss leading indicators for safety and ways to ensure that you are measuring for success.

Motivation Strategies: Rewards & Incentives - Getting People Engaged (Panel)

Are you and your team running out of gas? Are you looking for ways to motivate your team and get everyone involved in the process? Incentives can be really tough to do well. Come together in this panel discussion to share your challenges and ideas to get people engaged. Attendees are encouraged to bring examples and ideas to share.

Start-up Strategies: Lessons Learned & Practical Strategies (Panel)

Observation processes face many obstacles and challenges, especially in the beginning. Although this is normal, it can be demotivating and frustrating for everyone involved in the efforts to make your process a success. Talk with others about your struggles and listen to solutions that may help you get through the tough times in your start-up.

Off-the-Job Safety & Future Trends

The latest study released by the National Safety Council reports that the ratio of off-the-job injuries to on-the-job was 9.9 to 1 in 2005. Injuries to workers while away from the work place have a significant impact on the individual's employer. What does this mean for the future of safety management and the trends in safety training? In this session, we'll discuss the issue of off-the-job safety and how it should be an on-the-job issue.