

# BEHAVIOUR BASED SAFETY BROCHURE

AIM



**MISSION** : TO MAKE EVERY ORGANIZATION ACCIDENT FREE

SAFETY BY THE PEOPLE FOR THE PEOPLE

## OUR SERVICES

- **Behavior Based Safety (Training & Implementation)**
- **Corporate Training**
- **Safety, Health & Environment Management Consultancy**
- **Fire safety Training**
- **TQM & TPM Implementation**
- **Process Risk Management**
- **Labour Laws & Factory Act**
- **Technical Training**
- **Advance Excel**
- **Supply Chain Management**

## WHY SAFETY IS ESSENTIAL?

Industrialization is so rampant today that no one can afford to ignore safety in the organization. One can be technically very sound but if safe behavior for creating safety culture can't be imbibed, the knowledge ends up stuck in paying direct/ and indirect costs to organization, that impede the individual /organizational growth process

Everyone wishes not to get hurt, but he or she is blocked by false belief systems, casual attitude, self-imposed limitations, problems, and fear and work pressure.

Employee injuries and illnesses have negative consequences for both the affected employee as well as their employer. Besides employee pain and suffering work place injury and illness can pose significant monetary consequences for both. the employee and employer.



**Human Resources are the most important asset of any organization**



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## APPROACHES

***SAFETY BY THE PEOPLE***

***FOR THE PEOPLE***



### **WHY BEHAVIOUR BASED SAFETY?**

Behavioral safety is the data driven systematic application of psychological research on human behavior to the problems of safety at the workplace.

It is found that 90% of work place accidents are triggered by 'unsafe acts'. Behavioral safety provides a way of reducing injuries, through the analysis of the at risk behaviors in current work environment.

Behavioral safety is a medicine to provide safe workplace to its employees. It is new generation safety culture. BBS is a insurance towards safety.

BBS is teamwork; it is companywide and employee driven program. BBS purpose is not to enforce safety rules, force change, gossip about others and reporting to boss. Its purpose is to identify safe and at-risk behaviors, identify possibility for injury, communicating the risk and helping to identify safer solutions. BBS programs have been used to help injury rates at numerous industrial sites drop to all-time lows. It is because observation and feedback processes reduce injuries; not by a little, but by 60 to 90 percent

### **Unique Features of BBS**

It can be implemented in every work setting impacting the behaviors and attitudes of everyone. It focuses on what people do, analyzes why they do it, and then applies a research supported intervention strategy to improve their behavior & sustainment for long period .The sustained safety culture helps to intervene just before an accident occurs.



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## IMPLEMENTATION METHODOLOGY

- Preparedness Review
- Pre BBS Safety Culture Survey
- Training for leaders
- Designing Observation System.
- Implementation Assistance
- Observation Data Analysis
- Reviews, Prob. Solving
- Post BBS Culture Survey

## IMPLEMENTATION PHASES

- Safety Perception Surveys
- Awareness Programme to all
- BBS Lead trainers workshop
- Forming committees
- Training of observers' group
- Developing observation method
- Roll out BBS activities
- ABC analysis of tasks
- Modifying conditions for safety
- Preparing safe practices list
- Start of observn. with check list
- Analyzing the observation data.
- Using the observation data
- Designing motivational system
- Periodical meeting for review



## OBJECTIVES OF BBS PROGRAMME

In spite of having introduced numerous safety systems, which have reduced hazards & improved safety performance, but accidents could not totally eliminated .

Existing safety systems are stressed on implementation of procedures, rules & regulations rather than motivating people for behaving in safe manner. Therefore BBS training intervention will help:

- To understand Behavior Based safety & its role in accident prevention and safety culture.
- To teach leaders to observe people as they work.
- To learn how to acknowledge safe acts, correct unsafe acts and motivating for safe work.
- To sensitize for self responsibility for safe work.
- To increase peer to peer communication to enhance safe work habit & actions.
- To involve all in creating total safety culture



## PAYOFF OF PROGRAMME

Upon completion participants will be able:

- To modify behavior proactively by introspection, awareness and observation.
- To contribute in safety culture in organization for achieving zero accidents.
- To develop eye of safety officer for 24x7, 365 days.
- To identify root causes of unsafe Acts / unsafe Behavior
- To minimize repetition of Unsafe Acts to prevent injuries.
- To control Hazard to prevent accident

## METHODOLOGY

- Power Point presentation
- lecture & discussion
- Role-play
- Mutual experience Sharing
- Psychometric tests
- Training Games
- Safety Videos
- Sensitization Activities
- Case studies

## BASIC TRAINING MODULE WILL INCLUDE

- What employees and employers want?
- Means of safety
- Role of safety in Happy & prosperous life
- What is safety culture?
- How safety culture forms?
- What is behavior?
- How safe behavior forms safety culture?
- Why traditional safety system is less effective?
- How safe behavior enhances Personal productivity?
- How unsafe behavior hampers Personal productivity?
- The importance of BBS Concept in safety culture
- Understanding ABC analysis in BBS programme
- Zero unsafe behaviors v/s Zero accidents
- Understand  $A + C = B$  formulae in BBS
- Application of Observation & feedback in BBS
- The positive reinforcement and behavior modification
- Measurement of safe and unsafe Behavior
- Roadmap: implementing BBS across organization
- An Indian experience on BBS

## OUR CUSTOMISED TRAINING FOR:

- Directors / GM / DGM
- Sr Management Leadership
- Safety officers / stewards
- Lead trainers
- Observers
- Line management and Operational staff
- Security staff
- Union representatives
- Contractors and their staff
- Observation Data analysis & feedback Training



## Why AIM Corporate Services ?

We have highly experienced and qualified team of trainers & industry experts to implement result oriented BBS .

We are a organization that helped to develop & implement a strong safety culture in organizations.

Our Behavior Based Safety programme provides a practical approach to identify various hazards and reduce unsafe acts

**TIME**  
for  
Change

Are You Ready  
for  
Behavior-Based Safety?



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### **OUR BBS SERVICES**

We facilitate our client:

- To understand the elements BBS programme
- To Train Management, Lead trainers & observers
- To enhance the effectiveness level of BBS programme
- To maximize organization wide involvement in the safety
- Safety Perception Surveys
- To articulate and eliminate Critical barriers in safety
- To develop software for observation data analysis
- To design, Implement & Assessment of BBS process