

# 8<sup>th</sup> Annual Behavioural- Based Safety Conference 2012

Strategies for achieving  
successful behavioural  
interventions for better  
workplace safety

13, 14, 15 and 16 February 2012 • Convention Dynamics, Isando, Johannesburg



## Keynote Speaker:

**Wayne Harris**, Board Director, World Safety Organization, United Nations, USA

## Your panel of expert speakers includes:

- ❖ **Isabel Steyn**, Senior Manager: SHEQ, NECSA
- ❖ **Neil Franklin**, Principal Specialist: SHE Safety, Sasol EHS Centre
- ❖ **Anne-Lu Nel**, HSEC Manager: Africa, Rio Tinto
- ❖ **Themba Mdaka**, Project Environment Practitioner & Acting SHE Manager, Eskom
- ❖ **Frank Robba**, Group SHE Manager, Mondi Group
- ❖ **Dr. Charlotte Sieberhagen**, Senior Specialist SHE: Behavioural Scientist, Sasol Synfuels
- ❖ **Rondell Van Wyk**, Regional SHEQ Manager, Protea Chemicals
- ❖ **Bryan Henderson**, SHE Manager, Hulamin
- ❖ **Hennie Ferreira**, Behaviour Based Specialist, Sasol Mining
- ❖ **Steven Raymond**, Managing Director, Unplugged Communications
- ❖ **Leo Strydom**, Managing Member, Behaviour Based Initiatives
- ❖ **Karl Zander**, Principal Consultant, DuPont Sustainable Solutions
- ❖ **Leanne Franks**, Director: Training Services, NOSA
- ❖ **Dr. Danie Bosman**, General Manager: Compliance, LexisNexis

## Gain valuable insights into best practices in BBS from the following topics:

- ❖ Examining BBS as a smart investment that drives business results
- ❖ Investigating leadership attitudes and behaviours towards BBS
- ❖ Exploring risk assessment: practical steps for better workplace safety
- ❖ People-powered safety: fostering proactive approaches to serious injury and fatality prevention
- ❖ Improving safety communication in the workplace
- ❖ Auditing BBS systems for organisational excellence
- ❖ What's wrong with BBS? Analysing the shortfalls of BBS programmes and how to overcome them

Interactive full day pre-conference workshop:  
13 February 2012

## Integrating and sustaining BBS within your overall organisational health and safety management system

Facilitated by  
**Dr. Danie Bosman**, General Manager: Compliance, LexisNexis

&

Post-conference half day workshop and half day presentation: 16 February 2012

## Leading for sustainable safety excellence

Facilitated by  
**Karl Zander**, Principal Consultant, DuPont Sustainable Solutions

## Sparking interdependence through industrial theatre: a "Demons and Angels" industrial theatrical presentation on Sasol Synfuels

Facilitated by  
**Dr. Charlotte Sieberhagen**, Senior Specialist SHE: Behavioural Scientist, Sasol Synfuels

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Dear Safety Professional

A behavioural-based safety (BBS) programme or system is unquestionably a key tool in your SHERQ tool box. Although major advances have been made in the area of behavioural-based safety, 88% of accidents and fatalities are still caused by human error. Given this, as a safety professional, you have the challenging role of ensuring successful behavioural interventions for better workplace safety.

The ultimate aim of any behavioural-based safety programme is to develop and instill a culture of safety throughout the organisation. Many programmes appear promising to begin with, but once the initial momentum slows down, they do not result in sustained change. It is pertinent at this stage to ask, 'why have some BBS approaches not been as successful as they might have been?' Here's why.....

In the past BBS has been viewed as a safety intervention directed at employees. However, further research has shown that organisational leaders and management attitudes towards BBS have a large bearing on its success.

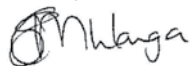
With this in mind, IIR's 8th Annual Behavioural-Based Safety Conference 2012 will offer unparalleled insights into the role of senior management in driving BBS as well as how to instill a BBS culture in your organisation. In addition, the conference will address critical safety issues prevalent in major hazard or safety critical industries such as refineries, chemical plants, mines and manufacturing plants.

This year, the conference keynote address will be delivered by Wayne Harris, a senior international HSE executive with over 28 years' experience and extensive business and technical acumen gained by successfully undertaking director level roles specialising in corporate health and safety risk management. Mr. Harris is responsible for the development and implementation of the world's first ISO accredited health and safety management department. Currently, Mr. Harris is a Board Director at the World Safety Organization and chairs the International Safety Quality Environment Management Association. He is an accomplished speaker who regularly presents at major international conferences on safety issues.

Learn how to build a successful BBS programme in your organisation by listening to this international safety expert as well as hearing case studies illustrating BBS success stories from leading organisations like **NECSA, Sasol, Hullet Aluminium** and **Eskom**. Enhance your knowledge on BBS by attending the pre and post-conference workshops presented by leading BBS consulting organisations, **LexisNexis** and **DuPont Sustainable Solutions**. **Sasol Synfuels** will also give a 'Demons and Angels' half day presentation to illustrate that safety behaviour debates are influenced by the angel on one shoulder and the demon on the other.

I look forward to meeting you at the conference in February 2012.

Kind regards



**Busie Mhlanga**  
Project Manager: Conferences  
Institute for International Research

*P.S. Don't miss the industrial theatre and live snake demonstration, a very powerful and moving presentation on the use of different tools for heightened safety awareness.*

## Day one: 13 February 2012

### Pre-conference full day interactive workshop

#### Integrating and sustaining BBS within your overall organisational health and safety management system

Facilitated by

**Dr. Danie Bosman**, General Manager: Compliance, LexisNexis

##### What will be covered

- ▶ Examining the common problems that limit success of BBS programmes and SHERQ integration
- ▶ Identifying the ingredients that facilitate the integration of BBS with the functionality of your SHERQ management system
- ▶ How to implement and get the best value out of your systems

##### Key learning outcomes

- ▶ How to integrate BBS with your overall SHERQ management system to develop a robust positive safety culture
- ▶ How to identify areas of improvement in BBS and SHERQ integration

Registration starts at 08h00. The workshop will run from 08h45 to 16h30 with breaks for refreshments and lunch.

## Day two: 14 February 2012

08h00 Registration and early morning refreshments

**08h30 Chairman's welcome and opening remarks**  
**Rondell Van Wyk**, Regional SHEQ Manager, Protea Chemicals

**08h45 Examining BBS as a smart investment that drives business results**

- ▶ How can BBS drive measurable and sustainable bottom line profits?
- ▶ What contribution does BBS make to the bottom line?
- ▶ Influencing behaviour to effectively manage resources for optimal productivity
- ▶ Utilising BBS for performance improvement and not just accident prevention

**Wayne Harris**, Board Director, World Safety Organization

**09h30 People-powered safety: fostering proactive approaches to serious injury and fatality prevention**

- ▶ Analysing human performance problems in the workplace
- ▶ Addressing psychological factors that lead to workplace incidents
  - ✓ Fatigue
  - ✓ Stress
- ▶ Assessing the readiness of the organisation for behavioural-based safety
- ▶ Reinforcing safe behaviour: considering factors that consistently result in lower injury and fatality rates
- ▶ Monitoring of "at risk" behaviours
- ▶ Encouraging a safe degree of autonomy and control by employees in key decision areas
- ▶ Encouraging good working relationships between employees and management

**Hennie Ferreira**, Behaviour Based Specialist, Sasol Mining

**10h15 Mid-morning refreshments and networking**

**10h45 Incentives and recognition – are these an effective tool for affecting behaviour?**

- ▶ How traditional incentive schemes can harm the safety culture and results
- ▶ How incentive schemes affect reporting of incidents
- ▶ Principles of an effective safety incentive scheme
- ▶ Leading indicators as opposed to lagging for incentive schemes

**Neil Franklin**, Principal Specialist: SHE Safety, Sasol EHS Centre

**11h30 Exploring risk assessment - practical steps for better workplace safety**

- ▶ How do you identify key risk areas in your BBS system?
- ▶ What are the key responsibilities, activities and tasks of stakeholders in safety risk assessment?
- ▶ How do you determine appropriate key performance indicators for your BBS system?
- ▶ Identifying and eliminating risk factors through pre-work planning

**Anne-Lu Nel**, HSEC Manager: Africa, Rio Tinto

**12h15 Lunch and networking**

**13h15 Improving safety communication in the workplace: putting the bite back into BBS communication and awareness**

With BBS being a daily safety operation in most organisations, it's an on-going challenge to keep your campaign fresh and hold your audience's attention. Snakes for Safety responds to that challenge via the use of industrial theatre combined with live venomous snakes as an attention grabber. This presentation will entertain and even scare you. But it will also inspire you with examples of how to keep your audience engaged with a combination of tools ranging from web-based daily reporting and feedback through to 360 internal 'conversations' plus the tactical use of life saving behaviour videos and other discussion and awareness generators. It's not going to be boring!!

##### Key learning outcomes

- ▶ How to effectively communicate with your employees concerning safety
- ▶ Using positive language to encourage safe acts and practices
- ▶ How to make BBS related feedback a positive experience to achieve appreciation and support for your BBS programme

**Steven Raymond**, Managing Director, Unplugged Communications

**14h45 Mid-afternoon refreshments and networking**

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## 15h15 Investigating BBS incidents

- Exploring strategies to improve incident responsiveness
- How to create data-based action plans from the investigated incident to reduce the likelihood of recurring incidents
- How to monitor and measure BBS observations
- Aligning BBS principles to risk assessments

**Bryan Henderson**, *SHE Manager, Hulamin*

## 16h00 Chairman's closing remarks

## 16h15 Close of day two

# Day three: 15 February 2012

## 08h00 Early morning refreshments

## 08h30 Chairman's welcome and opening remarks

**Rondell Van Wyk**, *Regional SHEQ Manager, Protea Chemicals*

## 08h45 Is your organisation's safety culture sufficiently developed to incorporate a BBS programme?

- Why does BBS have such an attrition failure rate and what are the realities?
- What is your motive for incorporating BBS into safety?
- What safety culture governs your organisation?
- What must be in place before a BBS programme is considered?

**Frank Robba**, *Group SHE Manager, Mondi Group*

## 09h30 Auditing BBS systems for organisational excellence

- Using multiple measures to assess the effectiveness of your BBS system:
  - ✓ Assessing injury records to track poor behavioural-based safety performance
  - ✓ Monitoring safe behaviour through observation systems
  - ✓ Effectively using perception and climate safety surveys to identify discrepancies in your BBS system
- Implementing comprehensive safety climate surveys as a tool for measuring BBS culture
- Utilising audit data to define proper metrics to monitor and measure your BBS performance
- Exploring critical success factors for BBS audits
  - ✓ Accountability and transparency in BBS reporting

**Isabel Steyn**, *Senior Manager: SHEQ, NECSA*

## 10h15 Mid-morning refreshments and networking

## 10h45 Ensuring contractor responsibility and accountability as part of your organisation's BBS programme

- Examining the potential risks of relying on outsourced suppliers for safety-related work
- Devising and implementing a contractor safety compliance plan that integrates with your BBS system
- Addressing the challenges involved in providing training for and mentoring contracted employees with regards to your BBS culture

**Themba Mdaka**, *Project Environment Practitioner & Acting SHE Manager, Eskom*

## 11h30 Investigating leadership behaviours towards behavioural-based safety

- Understanding how the behaviour of leaders can make or break the momentum for BBS in your organisation
- Understanding the effect of leadership behaviour on your organisation's safety culture and climate
- Creating leadership behaviour that promotes and encourages BBS

**Leo Strydom**, *Managing Member, Behaviour Based Initiatives*

## 12h30 Lunch and networking

## 13h30 Advanced cultural and behavioural tactics for successful BBS management

- Exploring the impact of background and social culture on BBS interventions
- Making BBS a collective commitment by implementing culture change through:
  - ✓ Leadership commitment: applying consensus-building exercises to get management buy-in for your BBS programme
  - ✓ Engaging employees in the creation of your safety culture
  - ✓ Balancing the blame game: applying the hierarchy of control

using a "buddy-to-buddy" approach between employees and management for BBS success

**Rondell Van Wyk**, *Regional SHEQ Manager, Protea Chemicals*

## 15h00 Mid-afternoon refreshments and networking

## 15h30 What's wrong with BBS? Analysing the shortfalls of BBS programmes and how to overcome them

- Discussing the current problems with BBS programmes and what is being done to rectify them
- Analysing the problems with systems validation audits
- Continuing safety education beyond BBS to the next level of thinking

**Leo Strydom**, *Managing Member, Behaviour Based Initiatives*

**Karl Zander**, *Principal Consultant, DuPont Sustainable Solutions*

**Leanne Franks**, *Director: Training Services, NOSA*

**Isabel Steyn**, *Senior Manager: SHEQ, NECSA*

**Dr. Charlotte Sieberhagen**, *Senior Specialist SHE: Behavioural Scientist, Sasol Synfuels*

## 16h15 Chairman's closing remarks

## 16h30 Close of day three

# Day four: 16 February 2012

## Post-conference half day workshop

### Leading for sustainable safety excellence

Facilitated by **Karl Zander**, *Principal Consultant, DuPont Sustainable Solutions*

#### What will be covered

- Exploring an integrated leadership approach to safety
- Analysing safety as intrinsic value
- Influencing beliefs and attitudes
- A journey to significant and sustainable cultural change

#### Key learning outcomes

- How to cultivate true safety leadership in senior management
- How to ensure sustainability in your organisation's safety culture

## Half day presentation

### Sparking interdependence through industrial theatre: a "Demons and Angels" case study on Sasol Synfuels

Facilitated by **Dr. Charlotte Sieberhagen**, *Senior Specialist SHE: Behavioural Scientist, Sasol Synfuels*

#### What will be covered

- Why use industrial theatre for Sasol's Synfuels BBS programme?
- Compiling the message
- Touching hearts
- The aftermath

#### Key learning outcomes

- This programme challenges some of the core aspects of conventional BBS wisdom. It is run at the most hazardous workplace in SA: the volatile Synfuels plant at Secunda. You will learn how to implement creative engagement between management and employees from a BBS strategic point of view
- How to use industrial theatre as a focused intervention for BBS effectiveness
- How to use industrial theatre to personally affect the team members that attend it
- How to tailor make industrial theatre for your organisation

Registration starts at 08h00. The first workshop will run from 08h45 to 13h00. The afternoon presentation will run from 14h00 to 16h00. There will be breaks for refreshments and lunch.

Case study

Case study

Case study

Masterclass

Panel Discussion

# 8<sup>th</sup> Behavioural-Based Safety Conference 2012

13, 14, 15 and 16 February 2012  
**Convention Dynamics, Isando, Johannesburg**

**P3250** A B C D E F G H

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