



Engage frontline workers and management in a partnership focused on improving hazardous conditions and developing safe habits.

Proactive safety management requires commitment and accountability. The day-to-day actions and decisions of people throughout the organization must consistently prompt and reinforce the right behaviors at all levels to ensure the safety of the workforce.

Behavior-Based Safety (BBS) is about more than observations and changing the behavior of frontline employees. BBS is also about identifying barriers to safe behavior and designing and implementing a strategy for ensuring that the work environment, practices, and policies support behaving safely. It helps those in the line of fire stay safe by engaging them, and it ensures the rest of the organization works to find viable and sustainable solutions to create and maintain a safe workplace.

ADI helps organizations bring clarity and definition to the roles necessary to create a culture of safe habits, and the skills to sustain those safe habits. Removing barriers, encouraging safe behaviors, and ultimately creating a safer work environment requires changing behavior—changing what people say and do around safety.

## Components of ADI's Behavior-Based Safety approach include the following:

- BBS readiness survey
- Remote or on-site assessment
- Safety systems optimization
- Targeted behavior identification
- BBS education for leaders and some core frontline employees
- Implementation of observations, barrier identification, and accountability processes
- Internal champion development
- Follow-up coaching
- Safety data tracking platform (ProcessMAP)

# BEHAVIOR-BASED SAFETY

At ADI, we understand behavioral consequences and how they can be used to maximize safety improvements. We also understand that positive reinforcement is the optimal choice for sustained behavior change. By analyzing all the sources of consequences (including those embedded in equipment, procedures, management practices, and the workplace culture), we help our clients reengineer the consequences for behavior so that safe behaviors become the logical choice.

ADI's Behavior-Based Safety (BBS) delivers the processes and tools necessary to support managers and frontline employees in proactive safety management.

With the science of behavior as the foundation, we work with clients to:

- Clarify roles around safety.
- Link safe behavior to personal values.
- Identify safety-critical behaviors including SIF prevention behaviors.
- Implement a streamlined observation, feedback, and reinforcement system to build safe habits.
- Remove barriers to behaving safely.
- Develop and use leading measures of safety.
- Build in frequent and specific feedback.
- Implement a positive accountability system that encourages ongoing improvement.
- Track and evaluate BBS implementation using the data intelligence platform of ADI's strategic safety partner, ProcessMAP.

Whether at the team or department level, ADI Behavior-Based Safety is focused on making safety a consistent part of each employee's workday.

**Contact ADI today to learn more about our approach to Behavior-Based Safety and our BBS Prime™ and BBS Quick-Launch™ implementation options.**

## ADI

Founded in 1978 and headquartered in Atlanta, GA, Aubrey Daniels International (ADI) knows that one thing remains constant: People power your business. ADI is dedicated to accelerating the safety and business performance of companies worldwide using positive, practical approaches grounded in the science of behavior and engineered to ensure long term sustainability. Through a suite of safety solutions including surveys, assessments, behavior-based safety and safety leadership training and coaching, ADI provides the tools and methodologies to help organizations create sustainable safety cultures.

 678.904.6140

 [info@aubreydaniels.com](mailto:info@aubreydaniels.com)

 [www.aubreydaniels.com](http://www.aubreydaniels.com)