

# SAFETY LEADERSHIP ONLINE TRAINING

Leadership Practices that  
Create a Sustainable  
Safety Culture



A safe workplace starts with good leadership. While incidents and accidents typically occur at the frontline, it is the leader who is responsible for establishing the physical and cultural setting within which the frontline works.

Creating an optimally safe work environment requires employing practices that are based on scientifically sound principles. Leaders often rely on safety management strategies that focus too heavily on prompts (e.g., signs, meetings, reminders) and negative consequences (e.g., corrective feedback, discipline). These strategies are not only minimally effective; they have side effects which undermine engagement. With a scientific understanding of behavior, leaders can effectively use positive reinforcement to generate higher rates of safe behavior and create the engagement and trust necessary to sustain a truly safe work environment.

## OVERVIEW

ADI's Safety Leadership Training is founded on the science of behavior and provides leaders with the knowledge and skills necessary for positive, proactive safety management. Leaders who attend this two-day online training event will come to understand how to improve their own safety leadership behaviors and how to develop and sustain critical safe behaviors in others. Participants will also have the opportunity to practice the skills and concepts presented and engage in discussions with other leaders.

## REGISTRATION

**\$1300/participant** (*materials included*)

Delivered using Zoom video conferencing. Materials include an electronic Participant Notebook, Safety Leadership Handbook and *Safe by Accident?* eBook

*ADI can deliver this live online training event for your company with a minimum of 8 and a maximum of 12 people. Contact ADI for details.*

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## ABOUT THE TRAINING

Delivered using Zoom video conferencing, this highly interactive online training event targets the critical behaviors leaders need to positively and proactively manage safety.

At the completion of this training event, participants will have the following:

- **A Business Case for the Science of Behavior**  
An introduction to the science of behavior and how to use its tools and principles to increase safe behavior, and reduce at-risk behavior at all levels of the organization.
- **Safety Leadership Coaching Skills**  
Tips and tools for developing coaching skills that build engagement and improve performance, including practice in the delivery of positive and constructive feedback around safety behaviors and the importance of shifting the balance of consequences to increase the use of positive reinforcement.
- **How to Create Positive Accountability**  
A process for building positive accountability to support and sustain effective safety leadership throughout the organization.
- **A Method of Productive Problem Solving**  
Use of the PIC/NIC Analysis® to identify the behavioral root causes of incidents, which helps avoid the “blame game” and focuses attention on effectively preventing future incidents.
- **Ways to Build Trusting Relationships**  
An understanding of why relationships matter in safety, and how to avoid behaviors that erode trust and develop behaviors that build trust and good working relationships.

The science of behavior offers the most effective, long-term approach for helping leaders do the right things around safety. Leaders who understand and apply the science know how to build effective safety leadership strategies, and how to evaluate safety programs and practices to guide their organizations to safety solutions that lead to maximum impact.

## WORKSHOP FORMAT

This training event uses Zoom video conferencing and is delivered live either in two-days or in four 1/2-day sessions with scheduled breaks. Interactivity includes video group discussions, polling, and Zoom breakout room assignments. To ensure everyone’s active engagement, all attendees are required to participate via live video. Materials include an electronic Participant Notebook, Safety Leadership Handbook and *Safe by Accident?* eBook.

## WHO SHOULD ATTEND

This 2-day online training session is ideal for anyone responsible for the safety of others. Supervisors, managers and leaders who have direct reporting relationships will benefit greatly from the tools and principles shared in this event.

*“Usually I take away one or two items that I can apply in my daily routine; this course gave me an entire process.” — Area Manager (Transportation)*

*“I was constantly seeing areas during the training where I could make small changes that would make a large impact to our operation.” — Plant Superintendent (Energy)*

### ADI

Regardless of your industry or expertise, one thing remains constant. People power your business. Since 1978 Aubrey Daniels International (ADI) has been dedicated to accelerating the business and safety performance of companies worldwide by using positive, practical approaches grounded in the science of behavior and engineered to ensure long-term sustainability. ADI provides clients with the tools and methodologies to help move people toward positive, results-driven accomplishments. Our clients accelerate strategy execution while fostering employee engagement and positive accountability at all levels of their organization.