Regardless of your industry or expertise, one thing remains constant—people power your business. At Aubrey Daniels Interna-
tional (ADI), we help accelerate 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.

Founded in 1978, and headquartered in Atlanta, GA, we provide clients with the tools and methodologies to help move people
towards positive, results-driven accomplishments and improve their business.
Changing anything in an organization requires a focus on behavior—someone, somewhere has to DO something differently. The science of behavior provides us with a proven approach to change behavior and applies to any behavior in any part of the organization.

Behavior-Based Safety (BBS) is about more than changing the behavior of front-line employees. BBS is about identifying barriers to safe behavior and designing and implementing a strategy for ensuring that the work environment, practices, and policies support behavior safety. If you have managers and supervisors who focus so much on productivity that workers take safety short cuts, then BBS is for you. If you need engineers to change the way they go about designing equipment to have safe operation of that equipment as the priority, then BBS is for you. If front-line workers aren’t consistently behaving safely, then BBS is for you. BBS helps those in the line of fire stay safe by engaging them, and it helps the rest of the organization find viable and sustainable solutions to create a consistently safe workplace.

Reinforcement (R+): The Key Ingredient

Removing barriers, encouraging safe behaviors, and ultimately creating a safer work environment requires changing behavior—changing what people say and do around safety. Changing behavior requires changing consequences for behavior. Consequences can either encourage or discourage a behavior. They are delivered by systems (e.g., incentive systems, work process systems, management systems) and by people (e.g., peers, supervisors, customers).

At ADI, we understand consequences and how to use them to improve safety. We also understand that of all the consequences, positive reinforcement is the optimal choice for sustained behavior change. Unfortunately, popular notions of positive reinforcement are over-simplified. A simple “pat on the back” is rarely enough to change behavior. 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 so that safe behaviors become the logical choice. A big part of the reengineering of consequences involves discovering positive consequences that cause people to do safe things habitually. Call it removing barriers, improving management support for safety, or changing the culture. It all boils down to changing organizational consequences to make safe behaviors more reinforcing and therefore more likely to happen.

Behavior-Based Safety

ADI’s Behavior-Based Safety delivers the process and tools necessary to support managers and front-line employees in proactively managing safety. With the science of behavior as the foundation, our work with our clients includes:

- Clarifying Roles Around Safety: Through our targeted Safety Leadership Survey, safety data analyses, and observations and discussions with all levels of the organization, ADI helps clients identify what each level needs to do to improve safety. Behavior change targets are captured on individual scorecards that uniquely address each role.

- Focus on the Critical Few: Traditional behavior-based safety typically entails a large checklist of observable behaviors for front-line employees to work on. While thorough, such approaches require large time commitments and are disruptive to work. At ADI, we understand that by focusing on a few critical behaviors at a time, our clients can realize significant impact without causing disruption to primary operations.

- Problem Solving to Remove Barriers: After critical behaviors have been identified, barriers to those behaviors can be uncovered. Our process involves establishing who can remove the barriers and how, as well as the development of accountability systems to ensure follow-through.

- Building in Frequent Feedback: Whether in sports, education or business, changing behavior requires feedback. The more frequent and specific the feedback is, the faster the behavior change. The BBS scorecards track daily and weekly progress, providing frequent and meaningful feedback for performance improvement.

- Shared Accountability Throughout the Organization: Feedback helps us adjust our performance, but consequences ensure lasting change. A major component of the BBS process is a positive accountability system that encourages ongoing improvement in safety at all levels. With a focus on positive reinforcement for incremental improvements, our process not only creates safe habits, it also creates a more positive culture.

Make Safety a Habit

A behavior-based safety process that results in incremental improvements in safe behavior is fine, but until critical safe behaviors are habits, people are still at risk. Safety needs to become a consistent part of each employee’s work day—it needs to be part of the daily routine, not something that is done only after an incident, after a safety meeting, or when being observed. Safe habits ensure that people do the right thing every time, without having to think about it.

Call us today to learn how you can create a culture of safe habits in your organization.