

LEADING WITH SAFETY® SEMINAR

*Your roadmap to an
injury-free culture*



Getting safety right is about connecting the right people in the right ways. When the efforts of front-line employees work in concert with the efforts of senior leaders, organizations set the stage for safety, and operational, excellence. BST's *Leading With Safety* seminar helps you understand the connections necessary for building an injury-free culture. It is designed for anyone who wants to understand the role of leadership at every level in both creating safety excellence and advancing the objectives of the organization.

Attend this two-day seminar and learn:

- The elements of an injury-free culture.
- The roadmap for creating safety excellence.
- Practical, concrete steps for employee engagement from the corner office to the front-line.
- **Why organizations that involve their leaders in safety have a 45% injury reduction rate on average in year one.**

Scottsdale, Arizona

January 26 - 27, 2010

Atlanta, Georgia

June 15-16, 2010

Dallas, Texas

October 27-28, 2010



Safety · Leadership · Culture™

WHAT YOU WILL LEARN

- Why safety is foundational to all types of performance improvement.
- How to foster meaningful safety ownership and engage every employee throughout the organization.
- How to cultivate leaders who truly understand and support safety, and inspire safety excellence in others.
- The management and leadership practices that make a difference in safety outcomes — and how to develop them in your staff.
- How to measure organizational culture, and the organizational characteristics that are predictive of performance.
- A top-to-bottom integrated approach to safety excellence and how to identify the best improvement strategy for your situation.
- Analysis tools you can use to understand and reduce workplace exposure.
- The concrete steps and issues in implementing this approach.

WHO SHOULD ATTEND

- Executives and senior leaders interested in leveraging their effectiveness and impact without increasing their time commitments.
- Managers looking for long-term system improvements in performance.
- Site or corporate safety professionals responsible for EHS improvement and interested in change.
- Site or corporate human resource professionals concerned with organizational functioning.
- Risk management professionals committed to continuous improvement.
- Union representatives interested in approaches to safety performance improvement and who want to gain a better understanding of the crucial roles of leadership and engagement.
- Anyone who wants to increase the efficiency and effectiveness of their existing safety efforts.

To register or for more information contact BST

log on:

www.bstsolutions.com
and click on [events](#)

call:

(800) 548 5781 x452

Outside the U.S. and Canada:

+1 (805) 646-4595 x452

email:

bstusc@bstsolutions.com

For information on additional dates around the world, visit www.bstsolutions.com and click on [events](#).

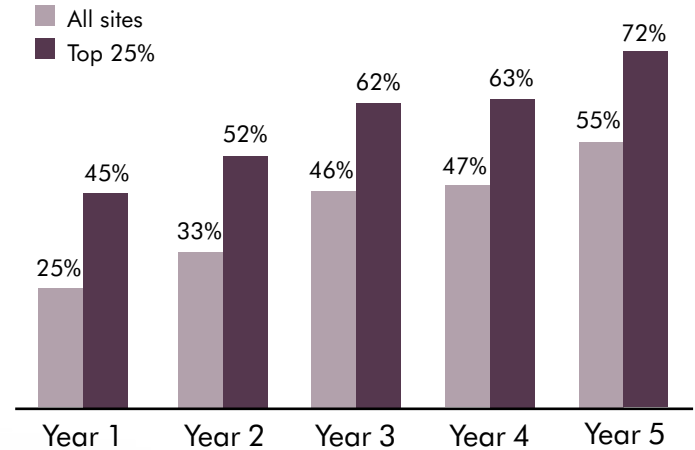
LEADING WITH SAFETY SEMINAR

Your roadmap to an injury-free culture

For many organizations, the role of leadership and cultural alignment is becoming better understood and recognized in achieving safety results that last. When strong safety leadership and culture are coupled with effective systems, the organization is set to advance toward an injury-free culture where engagement and commitment are a part of everyday organizational life. The key is to understand what it means to *Lead With Safety* toward a safer, more productive, and effective organization.

Designed to help you advance your organization's approach to safety, this seminar draws on the experience of over 2,300 implementations worldwide, and presents real-world models that foster significant and sustainable performance outcomes.

Injury Rate Reduction From Baseline



The chart above shows the results of the largest study ever conducted demonstrating the effectiveness of the employee-driven approach; however, the results are specific to BST and do not generalize to all employee-driven approaches. Based on a representative sample of 153 user sites, it shows that the average user site achieves a 25% improvement over baseline in the first year of its process, increasing to 55% improvement over baseline in the fifth year. The top 25% of users achieve better than 45% improvement over baseline in the first year, increasing to 72% in the fifth. **When leaders are explicitly involved, the average reduction in injury rate increases dramatically.**

SEMINAR LEADERS



Dennis Jackson
Executive Consultant

An accomplished presenter and executive coach, Dennis helps senior leaders and executive teams articulate and achieve organizational objectives. As a former vice president and general manager of an international metals manufacturing corporation, Dennis has developed and successfully lead company-wide safety and productivity change initiatives that involved every organizational level.



Donald K. Martin, MPH, CIH, CSP
Executive Consultant

Don works with senior executives and executive management teams to implement strategic solutions in safety leadership and employee engagement. He has helped clients in a wide range of industries, including offshore oil exploration, mining, and pulp and paper. Don's successes include a notable risk-intensive industry implementation that achieved one year without an OSHA recordable case and two years without a lost-time injury.

call:

(800) 548 5781 x452

Outside the U.S. and Canada:

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SEMINAR CONTENT

Day One:

A Comprehensive Approach for Reducing Exposure to Injury

The first day gives you a foundation in the principles, practices, and elements that make up a comprehensive, sustainable safety system. Topics include:

- **The Blueprint for Safety Transformation™**, which outlines the key elements that drive safety performance.
- **Why lead with safety?** How safety both leads other performance areas and in turn must be led from the top of the organization.
- **The role of leadership** – How leaders influence the activities, systems, and culture that produce safety outcomes.
- **The role of culture** – Identifying and measuring specific organizational dimensions that are predictive of high performance, and their link to leadership style and practices.
- **Planning for success** – How to make your change initiative successful and build sustainability into your safety effort from the beginning.

Day Two:

Successful Change Strategies

The second day gives you the tools to begin your safety improvement strategy. With a focus on practical steps, you learn how to engage the entire organization, create cultural alignment through safety, and plan initial improvement targets. Topics include:

- **Preparing for a new initiative:** Gaining input and commitment of employees from the executive team down to the front line.
- **Assessing** – Identifying your company's unique opportunities for improvement in each element of the blueprint.
- **Planning** – Building a roadmap, identifying leading indicators, defining measures of progress and gaining leadership approval.
- **Executing** – Defining implementation roles and responsibilities, and drafting action steps for every level of your organization.
- **Advancing** – Building ongoing improvement mechanisms and critical success factors for sustainability.

Register On-line: www.bstsolutions.com and click on [events](#)

Register by Phone: Call BST directly at (800) 548-5781 x452
Outside the U.S. and Canada: +1 (805) 646-4595 x452

Leading With Safety Seminar	
Seminar Fee	\$ 1,495 per attendee
* Early Payment	\$ 1,395 per attendee

All fees payable in U.S.
dollars and must be
received prior to Seminar.

The Seminar fee covers the cost of the program materials, workbook, continental breakfasts, refreshments, and lunch each day. Attendees also receive the book **Leading With Safety** by Thomas R. Krause, Hardcover, 304 pages, Published by Wiley-Interscience.

Refunds are available up to two weeks prior to the program and are assessed a \$150 processing fee.

Once you have registered, you will be sent a confirmation letter. Registrations are accepted on a first-come, first-served basis. Early registration is encouraged due to limited seating capacity. Hotel information is provided at the time of registration. To receive a Seminar group room rate, make your reservation directly with the hotel and identify yourself as a registrant for the BST Seminar. Rooms are limited and subject to availability.

Group Discount - For each full-priced Regular/Early Payment registration, you may bring up to two (2) additional attendees at 50% off the regular fee (\$1,495) per person. In order to qualify for the group rate, registrations must be received at the same time for the same seminar.

*** Early Payment Discount** - To qualify for the Early Payment discount, payment must be received at least three weeks prior to the Seminar date.



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