

Continuous Application of Behavior-Based Safety 2009

Preventing irritating injuries and improving productivity in safe working environments in a world with changes and challenges

Shanghai, China

30th & 31st July 2009

Behavioural Based Safety provides companies with a way of reducing lost-time injuries and incidents.
Many behavioural based safety implementations result in dramatic reductions in the number of lost-time and minor injuries.



Attend this informative event and gain practical insights into:

- **Ensuring** safety program by coaching vertical leadership management
- **Implementing** communication strategies to achieve a total safety culture
- **Conducting** effective risk analysis and safe audit with BBS management
- **Customizing** efficient observation checklist for risk assessment
- **Involving** employees' ownership in the planning for safety management
- **Optimizing** effective System to guarantee the steady foundation of EHS Management
- **Utilizing** new technologies to support BBS management in hazardous environment
- **Reinforcing** safety performance with an effective reward
- **Applying** lean thinking to BBS management with which to fit your business
- **Managing** safety through Managing Subcontractors
- **Exploring** critical role of safety intervention in leadership

Plus a half day interactive workshop on latest strategies, tactics and case studies from local safety guru:

Misdirection, Misunderstanding and Misbehavior: Exploring critical role of safety intervention in leadership

Within the last five years or so some of the world's leading thinkers on workplace safety have been considering the very real impacts that safety climate/culture and leadership have upon the specific safety outcomes that we are all interested in. More recently it has been demonstrated how very specific styles of leadership within a workplace can have a measurable impact right down to measures such as "number of incidents". This presentation shall step beyond the "traditions" of Behavior Based Safety that many may be familiar with. It is all too frequently reported that organizations have solid responses to behavioral interventions, although these are often very difficult to sustain.

During this presentation we shall explore the critical role of an effective foundation prior to seriously embarking upon ANY major safety intervention. Participants shall have an opportunity to map their own safety leadership behaviors on the Competency Grid. The Good, The Bad, and The Ugly shall all be displayed, giving participants a true appreciation of the critical nature of "getting culture right". At the conclusion of the Presentation participants shall have no "doubts" as to how they can give structure and visibility to this often "abstract" concept of safety culture. Yet the contemporary world of safety research places it as the most CRITICAL safety factor that we need to get right.

Be sure and register now
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Thursday 30th July 2009

0830 Registration and morning coffee

0900 Opening address from the Chairman

0915 Session One - Expert insight

Excellent safety management brings excellent business

Safety is moving increasingly from a functional concern relegated to a few focused professionals, to a fundamental priority across the organization. Based on an examination of 73 BBS applications in US over a five-year period, safety performance based on the measure of improvement of injury rate was found to have an average increase of 26% after the first year of the approach being implemented and an average of 69% increase by the fifth year. This research involved a good cross-section of industrial sectors, including mining, petroleum, chemical, paper and food.

Andy Zou Business Director

DuPont Safety Resources of Greater China

1000 Session Two - Case study

Ensuring safety program by coaching vertical leadership management

- Fulfilling safety promises would assure workforce the importance
- Why don't our leaders lead this effort?
- Examining the examples of successful and poor implementation of safety systems

Patrick Cao GM **Beckwell Management Consulting Shanghai**

1045 Morning refreshment and networking break

1115 Session Three - Case study

Implementing communication strategies to achieve a total safety culture

- Engaging your various business units on BBS issues
- Acknowledging the potential problems caused by miscommunication
- Why don't workforce change
- Creating a vertical safety management
- Providing effective corrective feedback to your staff when they are working at risk

Yuegang Xue HSE Manager **Sinochem Corporation**

1200 Networking Luncheon

From the following industries:

- Chemistry
- Petroleum
- Metal Manufacturer
- Automobile Manufacturer
- Mechanical Manufacturer
- Pharmacy
- IT Manufacturer
- Construction

Also Safety Consultant, Device and Equipment Provider, Solution Provider, other Vendors.

1330 Session Four - Case study

Conducting effective risk analysis and safe audit with BBS management

- Identifying hazards and risks in the workplace or for work procedure that might impact upon the achievement of the company's safety targets
- Analyzing injuries/unsafe behaviors to emphasizing why conducting BBS
- Utilizing matrix of assessment to show the risk and its possibilities and severity

Biqin Liu EHS Manager

Dow Chemical (Zhangjiagang) Co., Ltd.

1415 Session Five - Case study

Customizing efficient observation checklist for risk assessment

- Customizing specific observation checklist to fit the workplace and process
- Training your workforce involved in the observation to make the most of the checklist
- Involving workforce with front line work experience in designing checklist

Helen Song EHS Manager

Cytec Surface Specialties (Shanghai) Co., Ltd.

1500 Afternoon refreshment and networking break

1530 Session Six - Case study

Involving employees' ownership in the planning for safety management

- Implementing the energy transfer theory
- Understanding active and passive safety
- Defining the critical behaviors in workplace
- Applying active safety method in management
- Conducting effective intervention for critical behavior

Alan Xue EHS Manager China

A.O. SMITH Electrical Products Company

1615 Session Seven - Case study

Optimizing effective System to guarantee the steady foundation of EHS Management

- Understanding everyone's role in EHS System
- Emphasizing the EHS facts in Purchasing Supply Chain
- Establishing system for accident prevention and work behavior observation
- Taking EHS cost under consideration

Camel Guo EHS Supervisor **Alcoa Electrical and Electronic Solution(Shanghai)Co., Ltd.**

1700 Closing remark and end of conference day one

Who should attend

Vice-presidents, General Managers, Directors, Managers, Engineers and Senior Executives, Specialists from:

- Plants/Factories
- HSE/OHS/EHS/ Department
- Site Management
- Production Department
- Process Management
- Risk Management
- Project Management Department
- Safety and Auditing Department

Friday 31st July 2009

0830 Registration and morning coffee

0900 Opening address from the Chairman

0915 Session one – Case study

Utilizing new technologies to support BBS management in hazardous environment

- Seeking new methods to cut costs, improving business process and productivity
- Training workers with simulated safety computer software, educating workers to use new technologies to minimize potential injuries
- Using digital remote system to assist inspection and observation managers in Hazardous environment

1000 Session Two - Case study

Reinforcing safety performance with an effective reward

- Developing a behavioral based recognition method without abuse and favoritism
- Avoiding the blame-the-worker approach of behavioral based safety program
- Tailoring your reward and recognition program to suit employees' needs and Expectations
- Identifying and avoiding root causes of injury hiding and under reporting, testing the Effectiveness of reporting system
- Benchmarking your company's reward and recognition program and system

Rubin Luo EHS Manager Michelin SWT

1045 Morning refreshment and networking break

1115 Session Three – Case study

Applying lean thinking to BBS management with which to fit your business

Lean BBS is a modified implementation of Traditional BBS that utilizes aspects of performance and quality systems to drastically reduce the typical internal resource requirements of a BBS process. Lean BBS focuses on leveraged use of resources. This leaner model is as easy to implement as the packaged programs and as powerful as the original versions of BBS.

- Applying lean thinking to BBS management
- Building up a lean BBS model to fit your business
- Continuously improving your staff performance and production process
- Ensuring the most efficient and effective operations

Changyuan Li HSSE GM Shell

1200 Networking Luncheon

1330 Session Four – Case study

Managing safety through Managing Subcontractors

- Managing subcontractors strategically
- Acknowledging the risk and cost caused by insufficient safety management on the contracted staff
- Assessing the qualifications of the sub-contractors
- Changing work processes to improve the safety of your sub-contractor
- Performing regular safety checks
- Encouraging the involvement of both your in-house and contracted staff on safety management

Robert Zhao HPU China EHS Manager
Huntsman Polyurethanes (China) Ltd.

1415 Interactive Workshop

Misdirection, Misunderstanding and Misbehavior: Exploring critical role of safety intervention in leadership

Within the last five years or so some of the world's leading thinkers on workplace safety have been considering the very real impacts that safety climate/culture and leadership have upon the specific safety outcomes that we are all interested in. More recently it has been demonstrated how very specific styles of leadership within a workplace can have a measurable impact right down to measures such as "number of incidents". This presentation shall step beyond the "traditions" of Behavior Based Safety that many may be familiar with. It is all too frequently reported that organizations have solid responses to behavioral interventions, although these are often very difficult to sustain.

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1700 Closing remark and end of conference

Why you cannot miss this event:

Behavior-based safety (BBS) is a systematic use of behavioral psychology to promote safety at work.

Getting safety right does not only rely on the compulsory management any more, but base on a platform on which safety, and other critical business performance is built through cooperation from every levels of the organization. Like BBS process, in which everyone participates in observing each other and providing unthreatening feedback to strengthen safe behavior.

In the past decades, BBS has become one of the most efficient tools to reduce the accidents in workplaces. Many Western companies, have experienced 40-75 percent falls in their accident rates within six to twelve months as a direct consequence of the introduction of BBS. But there are numerous companies, which find it difficult to create initiative safe environment at the same.

In this conference, experienced speakers will share their successful cases with you and show how they get over the obstacles to create safety environment in organizations, not only to reduce loss and injuries but also to support employees' morale to perform better, improving productivity and quality.

行为安全管理的持续应用 2009

在多变和充满竞争的世界建立一个安全工作环境防止发生伤害事故及提高生产

上海，中国

2009 年 7 月 30 日至 31 日

Behavioural Based Safety provides companies with a way of reducing lost-time injuries and incidents.
Many behavioural based safety implementations result in dramatic reductions in the number of lost-time and minor injuries.



参加这个会议你可以了解到这些非常实用的信息：

- 通过辅导垂直形领导管理来保证安全管理的实施
- 通过有效的交流策略实现建立全企业安全文化
- 通过 BBS 管理施行有效的风险分析和安全审计
- 量身定制有效的监督清单是风险评估的主要工具
- 在安全管理中调动员工积极参与精神
- 体系管理和专项管理相结合，面点结合
- 利用新技术支持在危险环境下进行有效的 BBS 管理
- 用有效的奖励加强安全管理的实施
- 将精益管理的思维应用到行为安全管理中以适应企业需要
- 通过管理承包商达到安全管理目的
- 在领导管理中发掘至关重要的安全干预角色

外加半天互动培训研讨会，着重于最新战略，战术和个案研究：

错误的方向，理解和行为：在领导管理中发掘至关重要的安全干预角色

在过去的五年里，一些全世界在工作场所安全管理方面的领头者已经在思索安全文化（或安全气候）以及领导管理在某些我们都关注的安全结果上的真实影响。近来，更多结果显示在工作场所一个特定的领导管理方式可以产生重大的影响，而量化的单位就是发生事故的数量。在这一部分中，我们将站在大家熟悉的传统的行为安全管理方法前面去分析一下这些情况。很多报告都显示大部分企业对进行行为干预的反应是严肃的，可如何将它持续下去却不是一件容易的事情。

在这里，我们将一起探究如何扮演关键的角色，为之后进行任何较大安全干预打好有效基础。参与者也应该将自己的管理方式写下来，相互做分析，那在结束的时候大家也就不会再有如何落实安全管理的困惑了。

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0830 签到和早茶

0900 大会主席致开幕词

0915 第一节-专家视角

在企业中应用 BBS 管理方法

安全管理已经快速地从最初的仅限于少数专业人数关注的功能问题转变成今天涉及整个企业的根本要点。根据美国73个实施BBS应用的安全看来，在五年之内，这些安全控制都得到了很大改善，安全事故在第一年可以平均降低26%，第五年可以平均降到69%。而所调查的行业从矿业，石油，化学，机械制造，造纸及食品，涉及范围非常之广。

Andy Zou 业务总监 杜邦中国区安全管理咨询

1000 第二节-案例分析

通过辅导垂直形领导管理来保证安全管理的实施

- 实践领导安全承诺可以使员工更加意识到安全的重要性
- 领导何不带头做？
- 探讨成功与失败的安全应用案例

Peng Cao 总经理 上海柏科集团

1045 茶歇

1115 第三节-案例分析

通过有效的交流策略实现建立全企业安全文化

- 让所有的部门都参与到 BBS 管理
- 认识由于交流不足而引起的潜在问题
- 为什么员工的安全意识没有改变呢？
- 给员工有效的反馈当发现他们处在危险操作中时

Yuegang Xue HSE 经理 中国中化集团公司

1200 午餐

来自以下行业

- 化工
- 石油
- 金属制造加工
- 汽车制造
- 机械制造
- 制药
- 高新科技/电子执照
- 建筑
- 食品制造
- 其他制造业
- 政府/行业协会

包括安全咨询公司，安全设备及机器供应商，解决方案供应商等。

1330 第四节-案例分析

通过 BBS 管理施行有效的风险分析和安全审计

- 识别工作场所存在的危害和风险，或是在工作过程中会影响企业实现安全目标的问题
- 分析伤害/不安全行为从而强调为什么要执行 BBS 管理
- 利用风险评估模式去明白存在风险的可能性和危险性

Biqin Liu EHS 经理 陶氏化学（张家港）有限公司

1415 第五节-案例分析

量身定制有效的监督清单是风险评估的主要工具

- 量身定制最适合工作场所和工作过程的监督清单
- 培训员工积极参与到安全监督中以最大程度地利用风险监督清单
- 将一线员工的工作经验有效地结合到监督清单的定制中

Helen Song EHS 经理 氟特表面技术(上海)有限公司

1500 茶歇

1530 第六节-安全分析

在安全管理中调动员工积极参与精神

- 将活力传播的概念介绍人到员工中
- 了解主动和被动安全的区别
- 定义工作场所的危险行为有哪些
- 将积极主动安全方法应用到管理中
- 对危险行为做出有效干预

Alan Xue EHS 中国区经理 艾欧史密斯电气产品有限公司

1615 第七节-案例分析

体系管理和专项管理相结合，面点结合

完善而有效的体系是EHS管理的基础，各个专项的管理作为体系管理中不可或缺的一部分需要组织内所有人的共同协作

- EHS 体系中每个人的角色，SPA 制度
- 采购供应链的EHS因素及管理
- 事故预防和工作观察制度
- EHS 管理成本的考虑

Camel Guo EHS 主管 美铝电子电气系统（上海）有限公司

1700 结束语，第一天完毕

谁应该参加

副总裁，总经理，总监，经理，工程师，主要负责人及来自以下行业的专业人士：

- 工厂
- 环境，健康安全部门
- 安全和审计部门
- 现场管理
- 项目部门
- 生产部门
- 过程控制
- 风险评估

0830 签到和早茶

0900 会议主席致开幕词

0915 第一节—案例分析

利用新技术支持在危险环境下进行有效的 BBS 管理

- 寻找新的技术去降低成本，改进企业生产流程和提高效益
- 通过模拟安全软件对员工进行培训，帮助他们用新的技术来将潜在伤害最小化
- 通过使用数字移动系统来协助主管在危险环境下对风险进行检查和监督

1000 第二节—案例分析

用有效的奖励加强安全管理的实施

- 在没有责备和偏袒的情况下，开展行为肯定方法
- 在实践 BBS 管理中要避免责备员工
- 根据员工的需求和期望点，定制一个有效的认可和奖励计划
- 识别和避免隐藏在安全报告中可能会导致伤害的根本问题，检测报告系统的有效性
- 为企业认可奖励的计划和系统制定适合的标准

Rubin Luo EHS 经理

上海米其林回力轮胎股份有限公司乘用车轮胎厂

1045 茶歇

1115 第三节—安全分析

将精益管理的思维应用到行为安全管理中以适应企业需要

精益行为安全管理是在传统的行为安全管理应用上进行改良后的应用管理方法。它通过综合实践过程及质量系统来降低实施 BBS 管理过程中对内部资源的要求。精益行为安全管理的要点是对资源的杠杆化利用。这种精益模式就像成套方案一样操作简单，但也会带来像传统 BBS 应用之初时那样的卓越效果。

- 将精益思维应用到行为安全管理中
- 建立一个最适合你企业的精益行为安全模式
- 持续不断地改进员工的表现及生产过程
- 确保实现具体操作的最大效果和效率

Changyuan Li 东北亚 HSSE 总经理 亮牌

1200 午餐

1330 第四节—案例分析

通过管理承包商达到安全管理目的

- 有策略地管理承包商
- 意识到对承包商的无效安全管理是风险和费用增设的原因
- 评估承包商的资质
- 改变工作流程以提高承包商的安全
- 定期检查
- 鼓励公司内部及承包合同工参与到安全管理中

Robert Zhao EHS 经理 亨斯迈聚氨酯（中国）有限公司

1415 专题培训

错误的方向，理解和行为：在领导管理中发掘至关重要的安全干预角色

在过去的五年里，一些全世界在工作场所安全管理方面的领头者已经在思索安全文化（或安全气候）以及领导管理在某些我们都关注的安全结果上的真实影响。近来，更多结果显示在工作场所一个特定的领导管理方式可以产生重大的影响，而量化的单位就是发生事故的数量。在这一部分中，我们将站在大家熟悉的传统的行为安全管理方法前面去分析一下这些情况。很多报告都显示大部分企业对进行行为干预的反应是严肃的，可如何将它持续下去却不是一件容易的事情。在这里，我们将一起探究如何扮演关键的角色，为之后进行任何较大安全干预打好有效基础。参与者也应该将自己的管理方式写下来，相互做分析，那在结束的时候大家也就不会再有如何落实安全管理的困惑了。

1700 会议结束

为什么你不能错过

行为安全是一个将行为心理学应用到提高工作安全的系统方法

安全管理要更好地实施再也不是仅仅依赖于强制的管理，而更要建立一个平台，通过企业内部上下一致的合作使包括安全和其它企业重要事项得到有效实行。

在过去的几十年，行为安全管理已经成为降低工作场所事故发生最有效的工具之一。在很多西方公司里，他们的安全事故发生率在六到十二个月内降低了 40-75%，而这是引入行为安全管理的直接结果。但与此同时也还有很多的公司发现建立一个积极主动的安全环境也是有困难的，

在这次会议里，一些有丰富经验的演讲嘉宾会将他们的成功经验与你分享，也会告诉你克服在企业中建立安全环境的困难应该如何作，不仅是降低损失和伤害，还要鼓励员工斗志做得更好，提高生产效率和质量

Continuous Application of Behavior-Based Safety 2009

SH 09017-Sales Contract-Please Complete in Capital Letters and Black Ink

Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

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Fee Per Delegate

☐ Two Day Conference Fee US \$995 per person

All the registered delegates are entitled for a set of documentation free of charge

☐ DOCUMENTATION US \$300

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Name: _____

Position: _____

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Position: _____

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Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: _____ Fax: _____

Nature of Business: _____

Company Size: ☐ 1-99 ☐ 100-249 ☐ 250-499
☐ 500-999 ☐ 1000+

Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: _____

Position: _____

Signature: _____ Date: _____

This booking is invalid without a signature.



Register Now

Contact: Whitney Shen

Tel: +86 28 6552 1255

Fax: +86 28 6552 1233

Email: whitney.shen@martinlinking.net

Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 6552 1255.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

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If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

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3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**'s events. **Martin Linking** reserves the right to change the content without notice.
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6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.