



Shanghai, China
27th&28th May, 2010

Why do we need Behavior Based Safety plan

Accident statistical studies show that 86% -96% of the incidents are behavior related. Orbit Cross Method of accident also point out the unsafe behavior is an important cause of the accident, thus removing the unsafe behavior can effectively prevent the majority of the accidents. The companies which had successfully implemented Behavior Based Safety plan are also surprised to find that Behavior Based Safety plan can not only create an accident-free working environment, but also is useful to the establishment of corporate safety culture. Corporate safety personnel who conduct Behavior Based Safety plan can be surprised to find that their relationship with employees is no longer the relationship between the police and the thief, but the relationship between mentor and co-workers.

More and more domestic companies actively introduced Behavior Based Safety plan, some companies encountered a lot of resistance in the implementation of the process, resulting in Behavior Based Safety plan collapse, although some companies have also introduced a successful Behavior Based Safety plan, but with the development of the project , safety personnel found it increasingly difficult to allow employees to participate in the program, the Behavior Based Safety plan is already dying.

How can smooth the introduction of Behavior Based Safety plan? How can the Behavior Based Safety plan achieve sustainable development?

Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

Course Introduction

The Behavior Based Safety plan will focus on answering the above two issues, which can help you learn how to implement Behavior Based Safety plan in the company, it also can help you understand how to maintain your current Behavior Based Safety plan, and further combine with the company's management system, making it an organic whole. The training arrange a lot of discussion and exercises between classes, through a variety of exercises, you will learn to:

- ✓ Understand why traditional safety management will fail
- ✓ Understand the iceberg theory of safety
- ✓ Master classification of the behavior and make key behavior card
- ✓ Learn effective methods of safety communication
- ✓ Analysis of the company safety culture
- ✓ Identify false appearance in the initial phase of Behavior Based Safety plan
- ✓ Clearly understand obstacles to implement of the plan and the solution
- ✓ Learn to make the implementation plan of Behavior Based Safety plan
- ✓ Develop incentive programs
- ✓ Develop the company's vision, mission and values of the Behavior Based Safety plan

Forms of training

Through the case, panel discussions and role-playing, trainees will understand Behavior Based Safety plan related knowledge and skills.

The training will help you achieve

- ✓ Clear whether the company already have the condition to implement Behavior Based Safety plan
- ✓ The obstacles to implement Behavior Based Safety plan and solutions
- ✓ Learn to make the implementation plan of Behavior Based Safety plan
- ✓ Learn to make key behavior card
- ✓ Learn to develop incentive programs
- ✓ Learn to develop the company's vision, mission and values of the Behavior Based Safety plan

Day 1

Thursday 27th May, 2010

0830 Registration and morning coffee

0900 Training Introduction

0930 A small test

- Traditional idea of safe behavior

1000 Morning refreshment and networking break

1030 Accidents and behavior research

- Orbit Cross theory of accident
- Case discussion
- Iceberg theory

1115 Psychological theory of behavior safety

- ABC method of behavior
- Factors that influence behavior

1200 Behavioral observation process

1230 Networking Luncheon

1330 Development of key behavior card

- Identify the key behavior
 - Make key behavior card
- Group exercise - Development of key behavior Card

1430 Behavioral observation process

- Observation of behavior

1500 Afternoon refreshment and networking break

1530 Behavioral observation process

- Communication behavior
 - Reporting behavior
- Group exercise - The completion of behavioral observation process

1630 Behavior planning processes

1700 Conclusion of day one

Day 2

Friday 28th May, 2010

0800 Registration and morning coffee

0830 Review of day one

0845 Behavior Based Safety process

- Position the current status of the company's safety
- Group exercise – ABC Company's plight

1000 Morning refreshment and networking break

1030 Behavior Based Safety process

- Commitment
 - Promotion committee
 - Plan
 - Training
- Group exercise - ABC Company's plight

1200 Networking Luncheon

1300 Behavior Based Safety process

- Vision, Mission and Values
 - Action
 - Report
- Group exercise - Set the vision, mission and values

1500 Afternoon refreshment and networking break

1530 Behavior Based Safety process

- Incentive
- Group exercise - Development incentive programs

1600 Integration of Behavior Based Safety process and management system

1700 Conclusion of day two

About Your Trainer

Tom Chen

Worked for more than 14 years in the safety and environment area. His work experience include state-owned enterprises, Hong Kong enterprises, European enterprises and private enterprises, and worked as engineers, managers and senior EHS consultant. Tom is now China safety manager in a US enterprises.

Tom began contact with BBS in 2004, and launched a BBS project in the company in early 2005. After the the implementation of the BBS project, the company has achieved the safety performance of non-work days lost. Tom took part in Zhongshan Lingnan (University) College and the Massachusetts Sloan School of joint international MBA courses in 2004, and graduated in 2007. His thesis is Behavior Based Safety management system.

Tom has a solid background and rich experience in Behavior Based Safety, safety leadership, chemicals management, incident investigation and management system. And his work experience in different types of companies also enabled him to provide proposal for the actual needs of enterprises.

Tom is committed to introduce the international advanced EHS theory and practice to China, to contribute to the development of EHS in China. For this Tom set up EHS Elite Google groups in 2008, and has attracted the EHS elite from home and abroad to join.

Key Experience and recent achievements

- Developed and implemented safety leadership development projects in 2007
- Helped a company achieve ISO14001 and OHSAS18001 Certification in 2007
- Developed and implemented "Think Twice" project in 2006
- Implemented Behavior Based Safety plan in a company in 2005 and implemented Behavior Based Safety plan for another compnay in 2006
- In 2009, a company's environmental energy-saving projects is included in a collective book of advanced experience by the local EPA
- Two companies received Safety Award and the Division Safety Award from the group headquarters in 2008
- In 2008 a compnay received the honor of Advanced Security Group and Advanced Environment Group from the local government
- In 2008 a company was introduced as advanced enterprise in occupational risk management in a occupational diseases propaganda film by the local health monitoring institutions and was invited to share experiences on its forum
- In 2007 a compnay was granted Advanced Safety Group by the local government
- In 2006 a company participated in the government's waste reduction projects, and successfully became the first one of 50 companies to obtain the certificate

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Whitney Shen** on **+86 28 65521255** or email **whitney.shen@martinlinking.net** to discuss further possibilities.

Industries for this training:

- Chemical
- Oil
- Metal Manufacturers
- Auto manufacturers
- Machinery manufacturers
- Pharmaceutical
- IT manufacturers
- Builders
- General manufacturing enterprises



马汀令可

行为安全最佳实践

上海，中国

2010 年 5 月 27 日至 28 日

为什么需要行为安全计划

事故的统计研究表明了有 86%-96% 的事故与行为相关，事故的轨道交叉法也指明了不安全行为是事故的一个重要致因，因此消除不安全的行为可以有效的防止大部分的事故。各已成功实施了行为安全计划的公司也惊奇的发现行为安全计划除了可以创造无事故的工作环境，也有利于公司安全文化的建立。企业的安全人员通过行为安全计划可以惊奇发现他们与员工的关系再也不会是警察与小偷的关系，而是导师与同事的关系。

国内越来越多的公司积极地引进行为安全计划，有些公司在推行过程中遭遇到了许多的阻力，致使行为安全计划半途而废，也有些公司虽然已成功引进了行为安全计划，但随着计划的发展，安全人员发现其越来越难使得员工参与到计划中来，行为安全计划已是奄奄一息。

如何能顺利地引进行为安全计划？如何能实现行为安全计划的可持续发展？

课程预问卷

为了确保这一课程正是适应了您的需求，培训师将通过它来评估您的知识，经验和需要。

课程简介

本行为安全计划将着力于回答以上两大问题，其可以帮助你学会如何在公司推行行为安全计划，同时也可以帮助你懂得如何去维持你们现在的行为安全计划，并将其进一步与公司的管理体系相结合，使其成为有机整体。课程安排了许多课间讨论和练习，通过各种练习，你将学会：

- ✓ 了解传统安全管理为何会失败
- ✓ 了解安全的冰山理论
- ✓ 掌握行为的分类和关键行为卡的制定
- ✓ 了解有效的安全沟通方法
- ✓ 公司安全文化分析
- ✓ 辨别行为计划初期的假象
- ✓ 清楚公司推行计划的阻碍以及解决方案
- ✓ 学会制定行为安全计划的推行计划
- ✓ 制定激励方案
- ✓ 制定公司的行为安全计划愿景、使命和价值观

培训形式

通过案例，小组讨论和角色扮演，学员将了解行为安全计划的相关知识和技巧。

该培训将帮助您达到

- ✓ 清楚公司是否已具备行为安全计划的推行条件
- ✓ 清楚公司推行计划的阻碍以及解决方案
- ✓ 学会制定行为安全计划的推行计划
- ✓ 学会制定关键行为安全卡
- ✓ 学会制定激励方案
- ✓ 学会制定公司的行为安全计划愿景、使命和价值观

上海，中国
2010 年 5 月 27 日至 28 日



培训第一天
星期四 2010 年 5 月 27 日

0830 签到与早茶

0900 培训介绍

0930 一个小测试
• 传统安全行为思路

1000 上午茶点

1030 事故与行为的相关研究
• 事故的轨道交叉理论
• 案例讨论
• 冰山理论

1115 行为安全的心理理论
• 行为的 ABC
• 影响行为的因素

1200 行为观察流程

1230 中餐

1330 制定关键行为卡
• 确定关键行为
• 制定关键行为卡
小组练习-制定关键行为卡

1430 行为观察流程
• 观察行为

1500 下午茶点

1530 行为观察流程
• 沟通行为
• 报告行为
小组练习-完成行为观察流程

1630 行为计划流程

1700 第一天总结

培训第二天
星期五 2010 年 5 月 28 日

0800 签到与早茶

0830 回顾第一天培训

0845 行为安全流程
• 公司安全现状定位
• 小组练习-ABC 公司的困境

1000 上午茶点

1030 行为安全流程
• 承诺
• 推行委员会
• 计划
• 培训
小组练习-ABC 公司的困境

1200 午餐

1300 行为安全流程
• 愿景、使命与价值观
• 行动
• 报告
小组练习-确定愿景、使命与价值观

1500 下午茶点

1530 行为安全流程
• 激励
小组练习-制定激励措施

1600 行为安全流程与管理体系的结合

1700 第二天总结

关于培训师

Tom Chen

从事安全环境工作已有 14 年，他曾在国有企业、香港企业、欧洲企业与私有企业工作过，任职工程师、主管和高级 EHS 顾问。现 Tom 在一家美资企业担任中国安全经理。

Tom 在 2004 年开始接触 BBS，并在 2005 年初在公司推行了 BBS 项目，其公司从推行 BBS 项目以来，实现了无损失工作日的安全业绩。2004 年 Tom 参加了中山岭南（大学）学院与麻省斯隆学院合办的国际 MBA 课程，并以 2007 年毕业，其毕业论文为基于行为安全的安全管理体系。

Tom 在行为安全、安全领导力、化学品管理、事故调查与管理体系上具有坚实的背景和丰富的工作经验，其在不同类型公司的工作经历也使他能够提供适合各企业实际需要的方案。

Tom 致力将国际 EHS 先进理论和实践引进国内，为推动国内的 EHS 发展贡献一份力量。为此 2008 年 Tom 建立了 EHS Elite 谷歌群，并吸引了来自国内外 EHS 精英的加入。

关键经验和近期成绩

- 2007 年开发并推行安全领导力发展项目
- 2007 年一公司取得 ISO14001 和 OHSAS18001 认证
- 2006 年开发并推行三思行为思考项目
- 2005 年初开始在一公司推行行为安全计划，2006 年在另一公司推行行为安全计划
- 2009 年，一公司的环境节能项目被当地环保局收录在其先进经验汇集册中
- 2008 年两公司获得集团总部安全奖和事业部安全奖
- 2008 年一公司获得当地政府授予先进安全集体和先进环境集体
- 2008 年一公司在当地卫生监督所推出的职业病宣传片中做为职业危险管理先进企业推出，其后受邀在其主办的论坛上分享经验
- 2007 年一公司获得当地政府授予先进安全集体
- 2006 年一公司参与政府的减废项目，并成功成为首批获得证书的 50 家企业之一

内训方案

如果公司有很多人有着类似的培训需要，那么您不妨考虑内部培训的解决方案。

培训将在贵公司现场举行。并且培训可以根据您具体的要求来进行。

请联系 Whitney Shen 来讨论合作的可能：

电话：+86 28 6552 1255

电邮：whitney.shen@martinlinking.net

需要此次培训的行业：

- 化学
- 石油
- 金属制造商
- 汽车制造商
- 机械制造商
- 制药企业
- IT 制造商
- 建筑商
- 一般制造型企业

Behavior Based Safety Best Practices

SH 10028-Sales Contract-Please Complete in Capital Letters and Black Ink

Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 6552 1233

Fee Per Delegate

☐ Two Day Training Fee RMB 6995 per person

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

☐ DOCUMENTATION RMB 1000

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

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

账 号: **4402928009022523952**

CONFIRMATION DETAILS: After receiving payment, a receipt will be issued. 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.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
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 **Martin Linking** 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**.
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