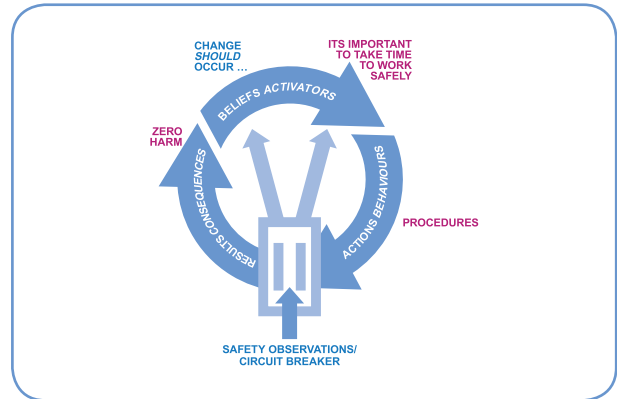


Belief Based Behavioural Safety is a safety process focused on people, our beliefs, and our behaviours.

Your behaviours are driven by your beliefs, ESPECIALLY IN SAFETY



Empowering safety beliefs

Safety is important
 Safety is my responsibility
 Safety is a good use of my time
 Production does not come before safety
 I have time to work safely
 This will be the safer worker

Limiting safety beliefs

It won't happen to me
 Safety is the company's responsibility
 Safety is a waste of my time
 Production comes before safety as we need to get the job done now
 I have to rush my work

How the BBBS program works

- Builds people's ability to have a meaningful safety **discussion**
- **Observations** cover behaviour and cultural factors
- It demonstrates the power of **beliefs**, especially for working safely,
- It focuses on how **culture** impacts on beliefs,
- It focuses on how a safe work culture drives **incident free** (or zero harm), and
- It **engages** employees in the safety process.

Why is BBBS for your organisation?

- Because being incident free is your **objective**,
- Because your employees are the most valuable **asset** in your business,
- Because you have the **ability** to further improve your safety performance,
- Because you are **committed** to being a market leader in safe work standards, and
- Because a safer workplace is a more **productive** workplace.

Your beliefs determine the quality of your safety attitudes, decisions and behaviours. A strong belief system is crucial to both a safe work culture and a safe workforce. Engage your employees in the safety process by helping them to understand their beliefs and drivers, and how to change these to become even safer employees. Change can occur when people take responsibility for their beliefs and behaviours and embrace a clear Zero Harm understanding.

Help us engage your workforce and let us demonstrate the results of a BBBS program.