

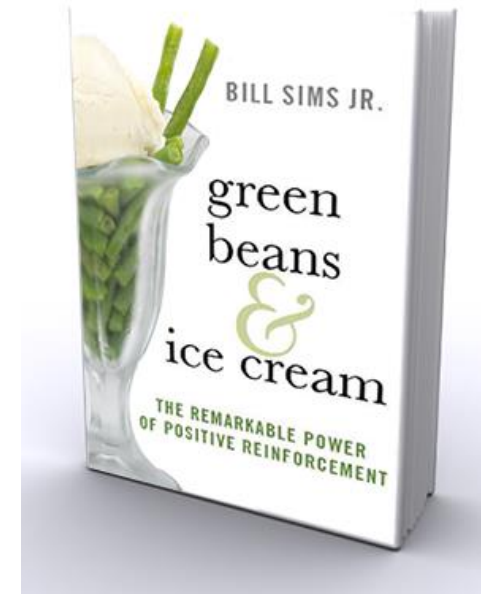
IT'S ALL ABOUT BEHAVIOR CHANGE



The Secret Recipe For Behavior Change



green
beans
&
ice cream

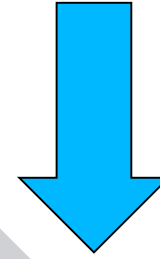


GREENBEANBOOK.COM

(Buy one, get one)



Four Rocks



1. Why?
Book/Keynote

2. How?
Workshops
Blueprint Session

3. What?
Smartcard
Tool-set



*When you can measure, you
can manage it...*

www.greenbean295.com

1.

Keynotes & Web Keynotes

Keynotes & Web Keynotes



**“Top Ten Speaker”
National Safety Council
Evaluation Scores: 4.9 out of 5
www.greenbeanspeaker.com**

2.

Greenbean Leadership Workshops

Half & Full Day Greenbean Leadership Workshops



**“Best training of my life”
Eaton CFO**

www.greenbeanspeaker.com

3.

[Globalsafetyinstitute.org](https://globalsafetyinstitute.org)

THE GAME CHANGER



Measure Leadership, Culture, and Benchmark

Data shared in anonymous, non-punitive way

A tool to measure leader behavior & culture...



Write GSI Case History on your form...



Case Study: Siemens



Using Culture and Leadership Tools to drive Zero Harm in a Multi-Year Health, Safety & Environment Strategy.

Author: David Scott, Head of Environment, Health & Safety, Siemens Australia and New Zealand.

Aim

To use valid and repeatable methods to measure Safety Culture and Safety Leadership Capability in a diverse and geographically dispersed organization.

Our intent was to go beyond 'anecdotes and watercooler' conversations to gather data driven insights into 'how we do things around here' on safety. That data allows:

1. Targeted intervention on weak cultural attributes
2. Generation of leading performance indicators
3. Design of initiatives in our multi-year EHS strategy.

In concert, we were intent on growing our people managers' capability to manage safety and health as they manage their teams, making safety and health more central to the operation of our business.

Materials and Method

Siemens partnered with GSI to use the Safety Culture Index and Safety Leadership Index tools. Safety Culture Index is a 56 question digital survey tool derived from Loughborough University's Safety Climate Assessment, which measures individual perceptions, beliefs, experiences and behaviors.

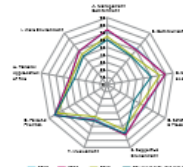
All Siemens people in Australia and New Zealand were invited to participate in business-wide, digital surveys in 2013, 2015 and 2017. Safety Leadership Index gives leaders a simple framework of leadership behaviors that make a difference and enables personal insights through self-assessment and 180° feedback.

360 Siemens leaders have completed Safety Leadership Index via a bespoke leadership program run from 2014 to date.

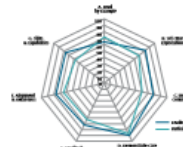
Safety Culture Index functionality



Siemens' Safety Culture Index change over time and comparison to GSI benchmark



Siemens' Safety Leadership Index



Siemens' Safety Leadership Profile



Results

- 12% improvement in Safety Culture Index from 2013 to 2017, based on targeted interventions
- Safety Culture Index outperforms the provider's benchmark
- 42% increase in Safety Culture Index participation rate from 2013 to 2017
- 70% decrease in Total Recordable Injury Frequency Rate over the corresponding period
- The strongest elements of our culture underpinned that performance improvement
- Safety Leadership Index results provide a great profile on our capability and those key leadership behaviors our leaders need to build: 31% of our leaders rated their capability at 'Developing'.

Conclusions and Discussion

Our safety journey is not complete.

The use of these tools provided Siemens Australia and New Zealand with data to make quick and specific decisions on safety and health initiatives that have made a sustainable difference to our performance. These data driven insights have removed assumptions and allowed us to maximize the use of our resources.

By placing a priority of getting feedback on our safety culture directly from our people, we have increased the preparedness of our people to provide feedback, in the knowledge that it leads to change.

Our focus on culture and the very specific leadership behaviors that make a difference, we have driven a sustainable step-change in reducing the frequency of recordable injuries.

42% increase in engagement

12% improvement in organisation safety culture over 4yrs

70% reduction in Total Recordable Injury Frequency rate over 4yrs

Outperforming industry leading peers

Leaders with the skills and capabilities required to sustain performance improvement.

Measure & share best practices



[Globalsafetyinstitute.org](https://globalsafetyinstitute.org)

4.

Smartcard R+ System

IT'S ALL ABOUT BEHAVIOR CHANGE

safety

quality

productivity

innovation

fuel usage

retention

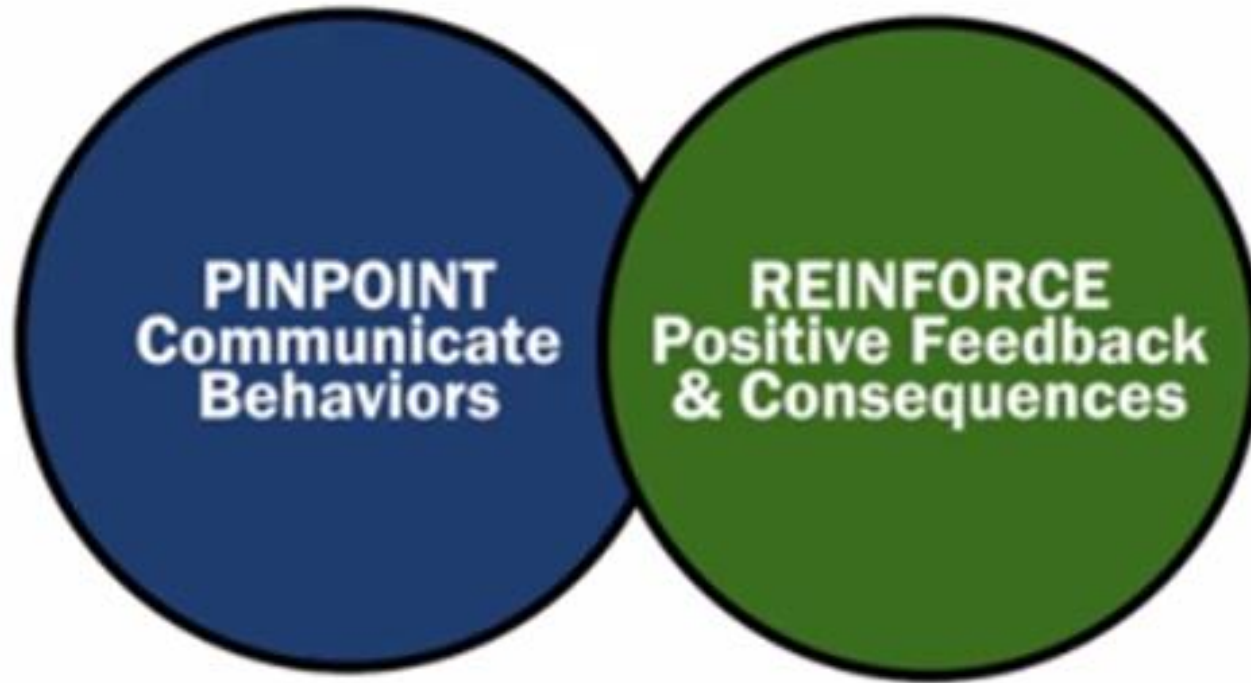
service

engagement

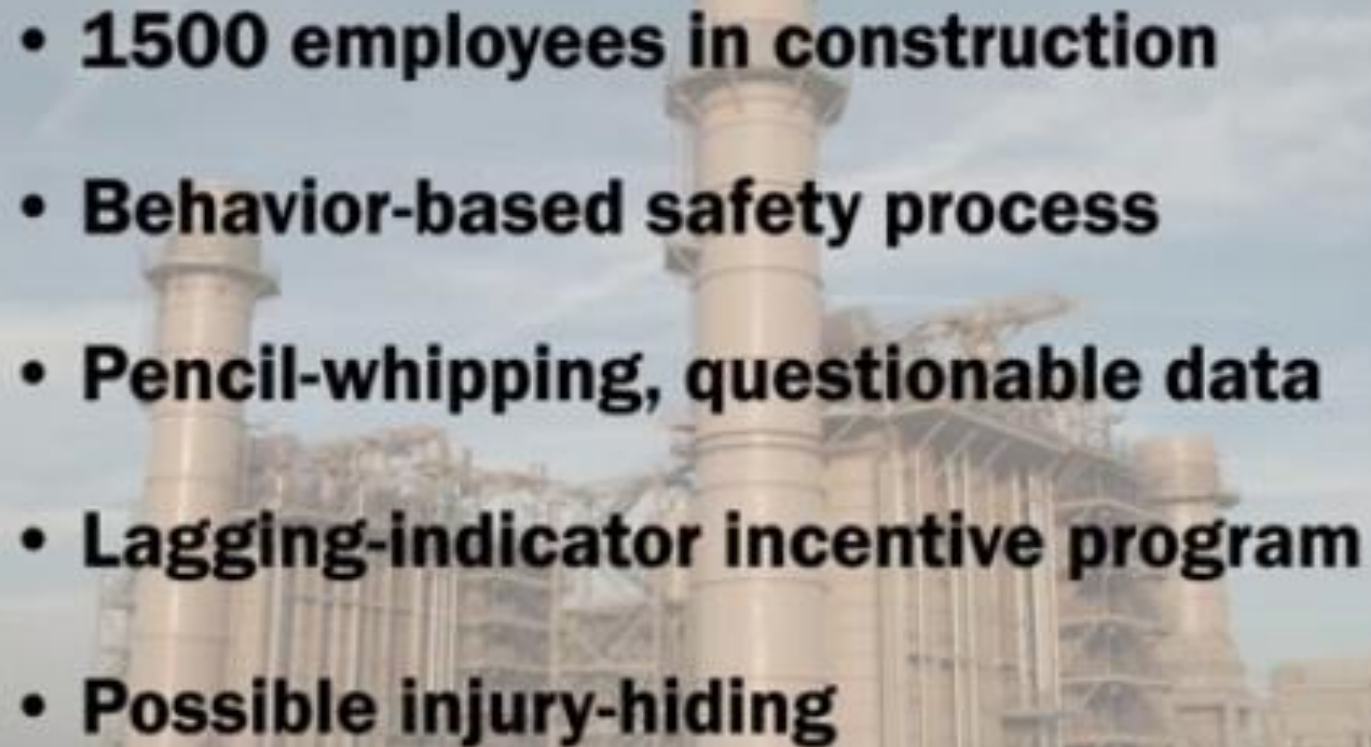
BillSIMS
COMPANY



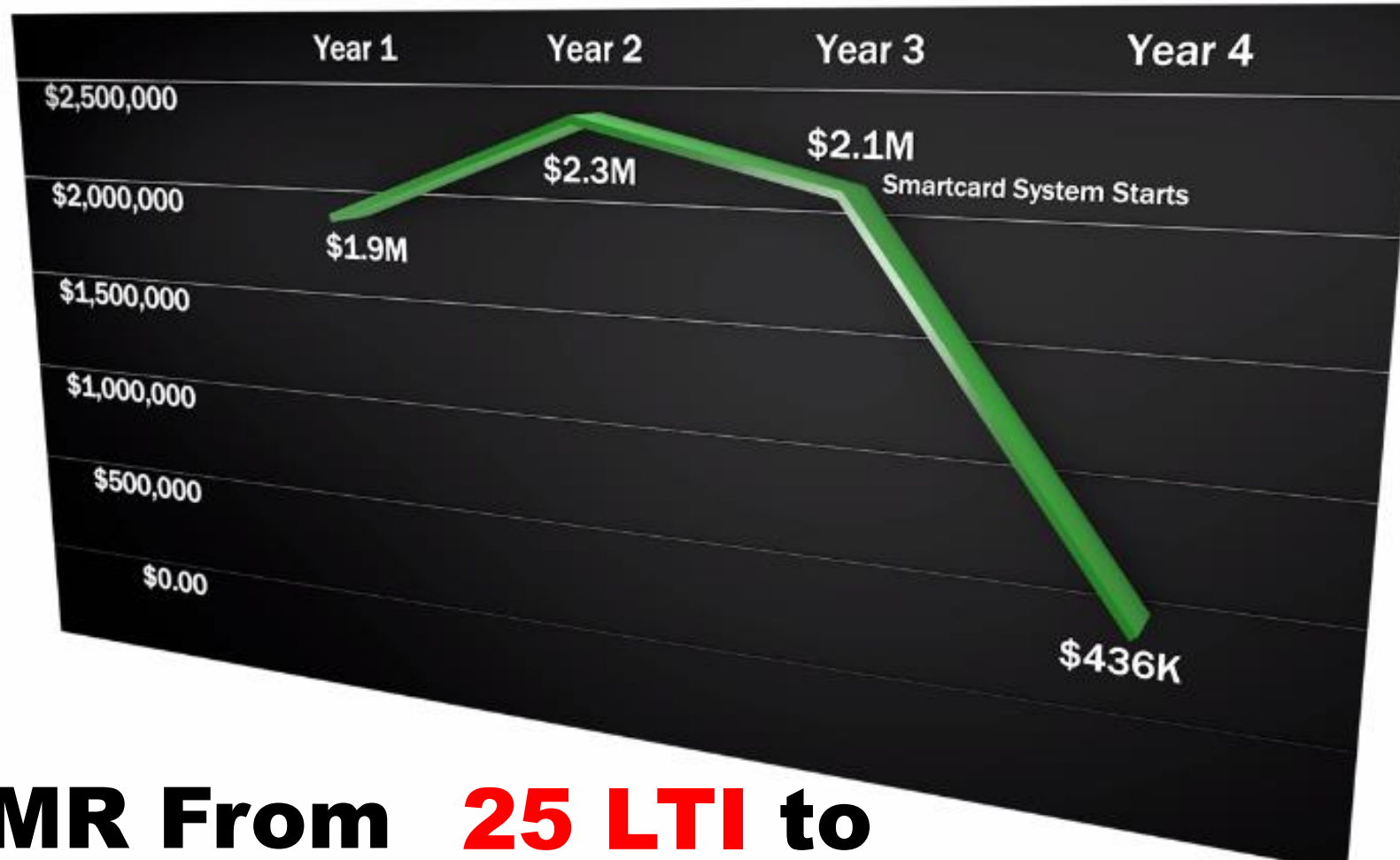
W.I.I.F.M?



Pinpoint + Reinforce=Behavior Change
ONE SIZE DOES NOT FIT ALL

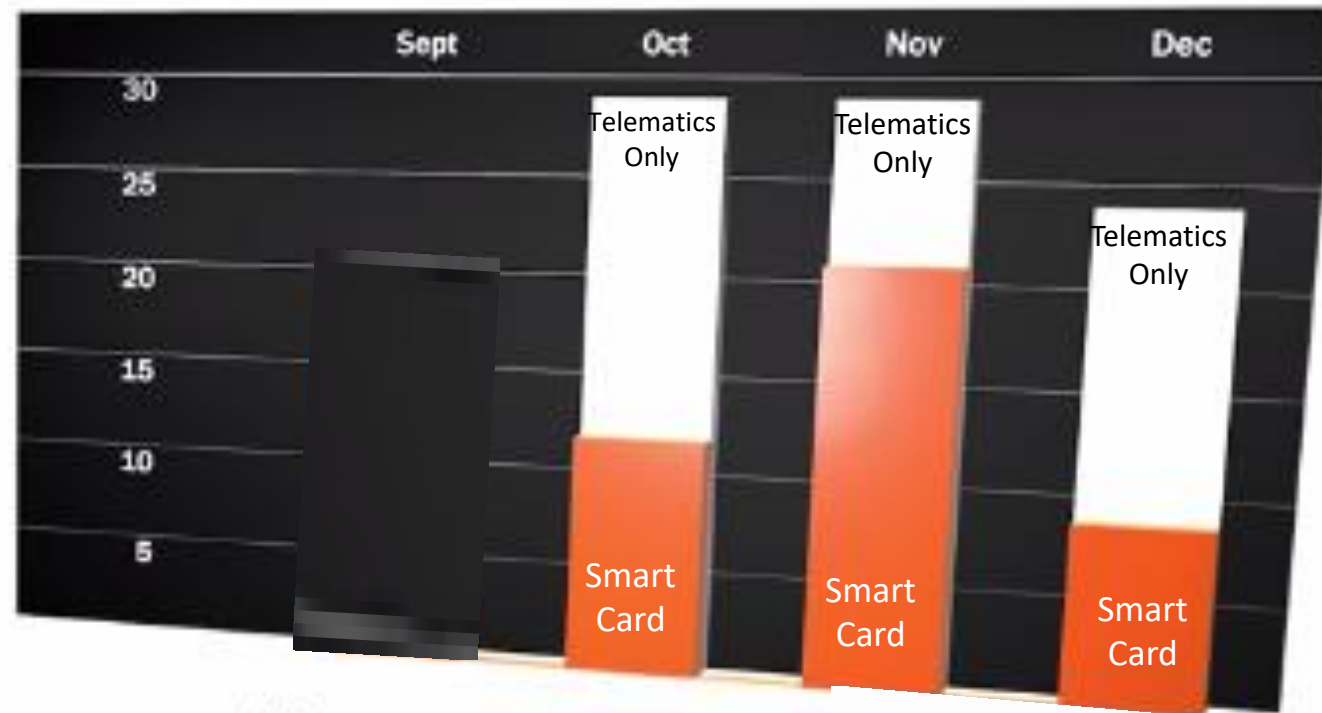
- 
- **1500 employees in construction**
 - **Behavior-based safety process**
 - **Pencil-whipping, questionable data**
 - **Lagging-indicator incentive program**
 - **Possible injury-hiding**

**PR+ SYSTEM
STARTS HERE**



**EMR From 25 LTI to
.94 to .62 Zero!**

**PR+
STARTS
HERE**



Vehicle Crashes
Overall Average
Improvement: 41%



With Smartcard

Questions? bill.sims@billsims.net

Horizon Case History

Achieved 60% reduction
In incidences..
Over \$2,000,000 in savings



 **HORIZON LINES**

Horizon Case History



“The Bill Sims program was well received on the ships. We saw a significant drop in injury rates once it was implemented. More importantly it brought home to everyone on board the concept of personal responsibility for their own safety and the safety of their shipmates. It gave the folks on the ships the ability to reward and reinforce positive behavior and as a result helped to shift us from a blame culture to a culture of figuring out how to avoid incidents.

If I ever decide to leave retirement and get back into ship ops I'd definitely implement it in my fleet”

--Captain Mike Bohlman--2016



Nutrasweet Case History

We implemented a People Based Safety program from a leading behavioral consultant and had some good initial success. As the process aged, we had some difficulty sustaining it and getting participation. At one point, our participation dropped to **less than 5% of our employees participating.**

Although the program had some good BBS focus items, it was cumbersome and costly and required significant resources to manage. It also lacked a critical element in the behavioral safety process, positive recognition.

At this point, we engaged Bill Sims and his team to help us add more positive reinforcement to our BBS process and we were able to **increase participation to 96% while reducing the administrative burdens** of data collection and tracking.

I would recommend Bill Sims to anyone who is looking to implement a BBS or Positive Reinforcement process, as well as sustain or revitalize their current BBS process.

Sincerely,

Larry Beggs
The NutraSweet Company



Client	Dupont, Kinston, North Carolina
Dates	2000 – 2004
Scope	Introduction, roll out and maintenance of recognition system using tangible rewards, to rejuvenate existing safety systems

Dupont Case History

Dupont is well known in the safety world for the STOP behavioral safety process. At the core of the process is a series of observations, where the observer looks for safe behavior in the working patterns of the people he is observing. The observer then offers feedback to the person being observed on safe and unsafe behavior. The theory is that new attitudes towards safety will be developed in the long term, as a result of the observation and feedback process. The Dupont facility in Kinston, North Carolina, was a facility where the existing observation process was in need of re-vitalising. The use of a specific incentive programme designed by Bill Sims was introduced, to offer a more positive style of reinforcement for safe behavior. The programme ran for a period of three years, until the facility was sold to another company. During that time, there was a peak workforce of around 3500 staff on site. Lost time injuries were reduced to zero for a period of almost three years.

This was one of the many Dupont sites where Bill Sims Company has worked over the past 40 years with positive reinforcement.

Client	Dupont, Kinston, North Carolina
Dates	2000 – 2004
Scope	Introduction, roll out and maintenance of recognition system using tangible rewards, to rejuvenate existing safety systems

Dupont Case History

“This is to confirm that I was the Responsible Care Manager (Safety / Health / Environmental) at the Kinston, North Carolina site for Dupont. This was part of the Textile Fibres Department, employing 3500 people, at one time. We were able to set records for DuPont, and the Kinston site, by using the Smartcard System from Bill Sims; in fact we were able to reduce all loss time injuries to zero for almost three years. We found the Smartcard Positive Reinforcement system as the best program our people were willing to support, and the operations personnel to buy into.

I will be honoured to talk with your prospective clients about what we did.”

Louis Barrow, Responsible Care Manager SHE (Retired)

Smartcard System™

When you can measure it, you can manage it.

WIIFM is answered.

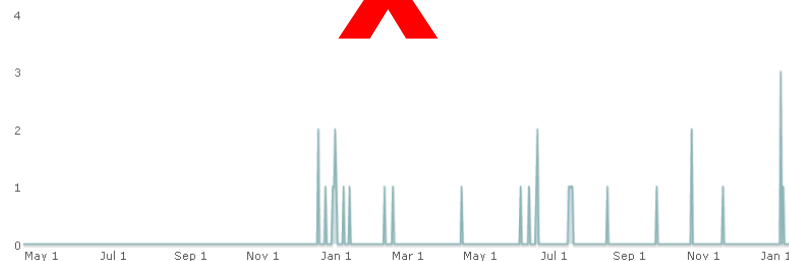
**Tracks who gives PR+
to whom, and why...**

Strategic, Not Magic

**Yes
?**

Participation

Total Participation over time: 31



Reports

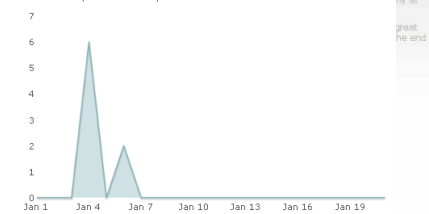
Create a Report

Date Range
☒ All Dates
☐ Date Range:
From To
Report Type
Select a Report

Create Report

All Programs - This Month

Total Participation: 8 redemptions



Enrollment - All Time

Total Enrollment: 3



award of excellence
Jane Doe account
150 points
Home Earn Points Award Catalog Grand Prize Contact Admin Access Your Account Log out
Earn Points With the Smartcard Program!
Have a Card? You can get points right now!
Get Points
Get Cool Stuff! Spend your points today!
Browse the Award Catalog
What is this all about? Learn about the Smartcard Safety Program and how to use this Web site.
How do I get points? Points are awarded to your account when you redeem Smartcards online.
You Choose
Spend Points What can I get today?
Give Points Recognize fellow employees through the POWER Program
View Report
Enrollment - All Time
Total Enrollment: 3
Not Enrolled 1
Enrolled 2

Smartcard System Protected by US and Global Patents

Thanks to our clients...



When can we chat?

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Bill.sims@billsims.net

www.greenbeanleadership.com

