

## PRESENTERS



**Terry L. Mathis**  
Founder, CEO

Named one of the 50 Most Influential EHS Leaders of 2010, Terry is an international expert and safety culture practitioner who

has worked with hundreds of organizations, customizing innovative approaches to achieve and sustain safety culture excellence. He is a regular presenter at NSC and ASSE, and is the author and presenter of multiple webinars and podcasts.



**Shawn M. Galloway**  
President, COO

Shawn is a veteran of hundreds of international, customized, advanced safety-improvement initiatives and has spoken

at numerous company and industry conferences. He is the host of the weekly podcast series, Safety Culture Excellence, and a columnist for several national and international publications.

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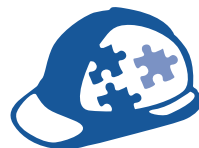
### 2011 ATTENDEES SAID:

"I came away from the first two days of the conference with 8 pages of notes and suggestions on what we could be doing better or how we could improve. I think that was pretty valuable."

"The presenters were very passionate about BBS, and that, in turn, made a very attentive, and interested audience... I was very impressed with this format. Very professional."

"I appreciated the discussion into the process and the tools that were presented. The precious two days away from my duties was time well spent. I attended a BBS conference a couple of years ago and did not feel that I gained any knowledge or tools that could be applied. I will recommend to others."

"Very pleased with the learning opportunity. It is not often that I learn a great deal at a conference anymore, but that was not the case in Houston."



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# 11<sup>th</sup> ANNUAL BBS CONFERENCE



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## 1 GENERAL CONFERENCE

### Renewing, Adapting, Sustaining

Behavior-Based Safety (BBS) process leaders require professional development to motivate, continuously improve, and sustain new results.

Renewal: BBS creates an inspiring vision of new ways to attack potential accidents, but other priorities and workplace realities wear away at the vision. It is important to periodically renew the vision and re-vitalize the motivation to succeed.

Networking: If you want to be successful, associate with successful people; catch their spirit and learn their ideas. Networking can also begin relationships that help long after the conference, and establish ongoing support, mentoring, and benchmarking.

New Developments: BBS is a dynamic process and new techniques are developed each year. Learn from the experts, speakers, and attendees alike.

Alternative Strategies: After more experience with BBS processes, alternative path strategies begin to make sense and new opportunities unfold as you learn how others progress, what worked for them, and why.

## 2 INTRODUCTIONS

### Pre-Conference Sessions (half-day)

#### **Behavior-Based Safety (BBS) 101 for Workers**

This session is designed to be an introduction to the rationale and practice of BBS for newcomers, and a thorough review for participants at the workforce level who have already implemented a BBS process. Being well grounded in the principles and practices is a basic need for success to those who are implementing or renewing BBS processes.

#### **Behavior-Based Safety (BBS) 101 for Management**

This session covers the same basic concepts as the Workers session but from a management and supervisory perspective. The support roles in BBS are less active than the participants' roles, yet more critical for success and sustainability. In addition to understanding what BBS is and how it works, managers and supervisors need to know the rationale for having a process and the strategies for ensuring that it is successful.

## 3 ADVANCED TRAINING

### Post-Conference Sessions

#### **Advanced Cultural & Behavioral Tactics**

Use the latest Behavior-Based Safety technologies for spearheading process improvement, borrowing proven techniques from Lean Manufacturing, Six Sigma, and experience from over 1,500 successful implementations. Create a customized plan to assess and improve site and/or organizational safety culture.

#### **Leadership Safety Coaching (Train-the-Trainer)**

Site Leaders influence worker behavior perhaps more than any other level in an organization. Yet most leaders have not received formal training on coaching and effective performance feedback skills. They constantly communicate priorities and strategies to their workers, whether they intend to or not. With training, supervisors can take active control of the messages they send to promote safety as an organizational value.

## Who Should Attend?

Managers, Supervisors, Safety Leaders, Coordinators, BBS Facilitators & Team Members, Corporate Trainers

Attendance is limited. This allows for an intimate setting and the ability to move through advanced topics at a fast pace.

## Investment

General Conference \$795

\*Group discounts available

Pre-Conference Sessions \$495

Post-Conference Sessions \$995

## CM Points

1.0 CM points/day - ABIH

.5 COC points/day BCSP

## Dates/Location

General Conference:  
17-18 April 2012

Pre-Conference:  
16 April 2012

Post-Conference:  
19 April 2012

Houston, TX