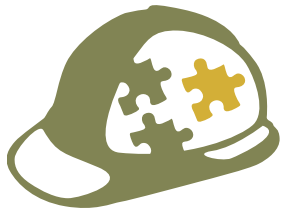


Save \$100 to \$150 - See page 7 for details.



# BBS Solutions

## How to Implement a Custom Behavior-Based Safety Process: A Practical Do-It-Yourself Approach

**An Eight-Hour Seminar from the Industry's Most Successful BBS Implementation Expert . . . Bursting with Easy-to-Understand Concepts, Industry Best Practices, and Time-Tested Techniques**

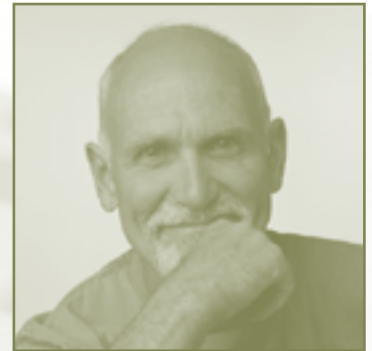
**You'll Learn:**

- How to determine whether self-implementing BBS will work at your organization
  - How to spot and avoid disastrous pitfalls that cause most self-implemented BBS processes to fail
  - A proven system for designing, customizing and implementing a site-specific BBS process
  - How to maximize your internal resources so you don't need to rely on professional consultants
  - Foolproof techniques to get management and workers to buy into the process
- So That You Can Successfully Use BBS to:**
- Reduce accident rates up to 50% in the first 12 months
  - Dramatically reduce the severity of accidents that do occur
  - Achieve the next step change in your recordable rate
  - Boost productivity and shrink operating costs
  - Increase worker involvement in the safety process
  - Gain control of seemingly uncontrollable accidents
  - Help your organization win business from companies that require subcontractors to be trained in BBS
  - Finally get the credit and recognition you deserve for reducing accident rates

### Two Convenient Dates to Choose From

Tuesday, October 21, 2003  
Sheraton North  
Houston, Texas

Wednesday, November 13, 2003  
Sheraton North  
Houston, Texas





## 15 of the Most Pressing Questions You'll Be Able to Answer After Attending

1. "What exactly is BBS ... and is it right for our company?"
2. "What makes a BBS process successful?"
3. "Do I have what it takes to effectively implement a custom BBS process on my own?"
4. "How do I get management to buy into BBS?"
5. "What's the best way to handle employee and union resistance to BBS?"
6. "How do I motivate employees?"
7. "What are the biggest pitfalls that cause BBS processes to fail ... and how do I avoid them?"
8. "How much will it cost to implement a BBS process on my own?"
9. "Who should participate in the process?"
10. "How do I develop an effective BBS training program ... for observers and employees?"
11. "What should I do if our self-implemented BBS process gets bogged down or drifts off track?"
12. "What type of success rate can I realistically expect?"
13. "How quickly will I see results?"
14. "How do I make BBS an ingrained part of our culture ... not just a passing fad?"
15. "How do I customize the BBS process for each of our sites?"

## Tired of Being Held Accountable for Accidents Outside of Your Control?"

### Dear Fellow Safety Professional:

Being responsible for safety is frustrating. No matter how hard you try ... how thoroughly or often you conduct safety training ... how many rules and procedures you put in place ... or how well you perform your job, accidents happen. Workers get hurt. And you're held accountable.

### Which is why you need Behavior-Based Safety (BBS).

This worker-friendly approach to safety dramatically reduces accidents (on average, our clients achieve a 37% reduction in the first year). And it's your only legitimate chance of ever maintaining a zero-accident rate.

BBS is all about identifying, teaching and reinforcing simple, everyday behaviors workers can use to protect themselves. You get to be proactive, tackling problems before they cause accidents ... instead of waiting for an accident to occur before you figure out what needs to change.

The benefits of BBS are so remarkable, in fact, that many large national and international corporations now award work only to subcontractors that have BBS processes in place.

But you may not want to spend the \$35k to \$150k it costs to hire a professional BBS consultant. And now ... you don't have to.

### Introducing the First Seminar that Reveals ALL of the Information You Need to Know to Self-Implement BBS

"How to Implement a Custom Behavior-Based Safety Process: A Practical, Do-It-Yourself Approach" is:

- The most comprehensive DIY guide available today. Many DIY efforts have failed ... usually because the safety professional in charge was lacking one or more vital piece of information ... or didn't know how to avoid common pitfalls. By attending this one-of-a-kind seminar, you'll discover everything you need to do to succeed with your self-implementation.
- Based on a proven system. I've been involved in the implementation of more than 550 behavioral safety projects and have taught more than 300 professionals how to successfully self-implement BBS. I know what works ... and what doesn't. The steps you'll learn during this seminar are the very same steps I follow when implementing projects for my mid-sized to Fortune 500 clients.
- Applicable to any organization or site. To succeed, BBS processes must adapt to the realities of your organization's culture and the way your workers work. You'll learn to customize your processes to fit the organization ... not the other way around.
- Designed for DIY flexibility. Some attendees will realize that they aren't up for the challenge of going it alone with BBS. So in addition to learning exactly what to do if you wish (or must) self-implement BBS, you'll also discover a variety of a la carte professional resources you can use as your needs dictate ... and your budget allows.
- Affordable. Self-implementing BBS will save your organization at least \$35,000 ... easily more. You'll master the right way to do-it-yourself ... making this investment a no-lose proposition.

### How Can You Afford NOT to Attend?

Accidents come at a hefty price ... for both the company's bottom line and injured workers. So how can you afford NOT to learn a process that will maximize safety?

If you're serious about protecting your fellow workers ... and achieving the next step change in your recordable rate, you owe it to yourself to seize this opportunity. Only "How to Implement a Custom Behavior-Based Safety Process" will give you the answers and proven system you need to successfully implement a custom BBS process ... without relying on professional consultants. So register today!

Sincerely,

Terry Mathis  
Seminar Leader and President of BBS Solutions, Inc.



# Who Should Attend ... and 8 Ways This Seminar Will Make Your Job **Easier**

“How to Implement a Custom Behavior-Based Safety Process” is designed for professionals who are responsible for safety at the corporate or site level, including safety managers, directors of safety, human resources managers and personnel, site managers, general managers, vice presidents of health and safety, safety directors, department heads, safety specialists, and safety engineers who want to:

- Know exactly where to start to get a BBS process implemented as quickly as possible
- Discover where to spend limited safety dollars for greatest impact
- Win the full support of management and unions
- Learn how to dissolve employee resistance ... and get them excited about participating
- Discover the easiest way to achieve the next step change in your recordable rate
- Win recognition for efforts to improve safety and reduce accidents ... and say goodbye to the days of being punished for the inevitable safety failures
- Finally gain control of accidents ... and stack the odds in your favor (yes, BBS really does enable you to accomplish this seemingly impossible task)
- Do a better and more thorough job of protecting fellow workers from every type of injury ... from the life-threatening to the relatively mundane

## Your Organization Will Benefit, Too ... Here's How

Because you'll be able to do your job better, you'll also help your organization produce the results that management wants. Like:

- Permanently eliminating serious and potentially fatal accidents
- Drastically reducing your recordable rate
- Gaining a competitive advantage
- Reducing operating costs
- Improving relationships with employees as you empower them to protect themselves
- Winning more contracts from companies that require subcontractors to be trained in BBS





# What You'll Learn During This Fast-Paced, 8-Hour Seminar

Here's a quick peek at just some of the lessons you'll learn during this one-of-a-kind event:

## An Introduction to Behavior-Based Safety

- Three basic approaches to accident prevention ... and the success rates of each
- The three-step approach to behavior-based safety
- Why BBS succeeds where traditional approaches to safety fail
- The five critical steps to constructing a custom BBS process that will succeed
- The two basic ways employees can become injured on the job ... and which is more easily prevented
- Why you will never achieve a zero-accident rate if you rely on traditional approaches to safety

## Measuring Your Success

- Why TRIR (total recordable incident rate) is useless when it comes to preventing accidents
- Why BBS measures and manages safety at a level beyond even near misses ... and how this helps reduce accident rates
- The #1 difference between BBS and traditional safety approaches
- The five criteria that must be met for a sample to be considered representative and valid

## Identifying and Modifying At-Risk Behaviors

- The five types of data you can use to identify at-risk behaviors, site by site
- How to identify behaviors that can prevent or reduce the severity of accidents
- How to determine which safe behaviors will have the greatest impact on lowering accident rates
- The types of data you should extract from an accident
- The 15 elements you should include on your observer checklists
- How to build a system that enables workers to help each other form safe habits
- How to select employees to design and steer your BBS process
- The basic responsibilities of the employee-led BBS steering team
- The right way to observe workers and give feedback
- What types of data observers should capture ... and how to properly analyze it for maximum effect
- How to determine which – and how many – behaviors to track when observing workers' on-the-job performance
- How to modify a generic checklist to address industry- and site-specific risks
- The magic question you should ask after an accident occurs to dramatically reduce the chances of it happening again
- A step-by-step procedure for creating a custom observation checklist for each site
- The right way to customize your master checklist site-by-site – do this incorrectly, and you'll either miss critical behaviors or waste time on unnecessary observations
- The DROP test for adding new items to your checklist
- Tested tips for designing a user-friendly checklist
- The best money-saving idea you'll find when it comes to printing observation checklists (this tip alone could save you hundreds of dollars)

## How to Motivate Employees to Participate in the Process ... and Make Safety Part of Your Culture

- The three qualities of motivation (if your plan is missing even one of these, enthusiasm for your process will be less than optimal)
- The 10 most common ways that worker motivation is quashed ... and how to eliminate these negative influences from your site's culture
- Eight time-proven methods for motivating employees ... and how to use these techniques correctly
- The real reasons workers don't discuss safety on the job
- How to modify communication strategies depending on your audience
- Is communication at your site really up to par? Here's how to tell

## Developing an Effective Observation and Feedback System

- Different ways to organize your observation and feedback system ... and which is right for your site
- How to tell if the data you're gathering is accurate ... and whether you're giving an adequate amount of feedback to workers
- The critical issues you must be aware of to ensure top-quality observations
- How to determine the number of observations needed at any particular site
- How to calculate the minimum number of observers you need to train
- How to identify which employees will make great observers ... and which you should steer clear of
- How to train your observers for maximum performance and accuracy
- The foolproof five-step observation process for accurately gathering data and providing constructive feedback to employees

## The Essentials of BBS Data Management and Problem Solving

- An insider look at the technology you'll need to develop a custom BBS process ... and security tips to protect your sensitive data
- What type of data should be shared ... and with whom
- The five basic steps of solving problems that crop up with BBS processes
- How to verify the accuracy of your observation data
- Three overlooked causes of bias in data
- How the content of your written monthly report should be adjusted depending on whether it's written for site- or corporate-level management
- What information to share during verbal reports at management meetings
- Special scenarios that require special reports

## Effective and Pain-Free Implementation of BBS

- Should you use a plant-wide kickoff or use a small-group approach – here's how to tell
- The best ways to educate management and supervisors about their roles and responsibilities
- When and how to educate and train workers in new behaviors
- The truth about whether celebrations add or detract from the kickoff
- Simple steps for generating publicity about your efforts
- Four myths about the observer's job ... and how to avoid these time-wasting, frustrating traps
- The five-step AWARE process for conducting complete and effective observations

- Simple strategies for building worker participation and buy-in during observations
- How to correct workers who engage in unsafe behaviors (hint: it's not what you think)
- How to provide specific criticism without making workers feel attacked, vulnerable or scolded
- The do's and don'ts of constructive feedback in a BBS environment
- The biggest challenges your observers will face when trying to give feedback
- How to diffuse tension when workers disagree with observation results or feel threatened
- The only three people who should see observation checklists ... and what to do with the evidence when you're finished with it
- How to use in-the-field training sessions to help observers learn their jobs more quickly
- The six types of feedback observers can use ... and how each affects performance, worker confidence, teamwork and overall effectiveness

### Keeping the Process Moving Forward

- How to secure unwavering support from management – without it, your process is doomed to fail
- How to achieve maximum buy-in from workers – your success is proportional to their participation
- The #1 mistake leadership teams make when getting started ... and how to avoid it
- The minimum number of observations that should be made each month ... and ways to keep observers on target
- How to ensure observers are performing at optimum level ... and the best way to correct them when they're not
- The best time and place to motivate employees
- Proven methods for keeping motivation at a fever pitch
- How to ensure your checklist is up-to-date
- How to save your BBS process from the "Flavor of the Month" club ... insider secrets for embedding the process into corporate culture
- Critical challenges that must be overcome to ensure the long-term success of your process

**And much, much more – for a complete list of topics, re-view our full agenda online at [www.bbsdiy.com](http://www.bbsdiy.com)**



## Why Safety Professionals Rave About Our Training Programs

"If you want to be proactive, not reactive, about safety, you need BBS. It's as important to proactive safety as Six Sigma, Deming and other initiatives are to proactive quality. I'm sold on the process because it works. We've gone over six years without a lost-time accident - we're really preventing employees from getting hurt.

"For a 'street smart,' hard-hitting look at what BBS really involves and how to make your process a success, you need Terry Mathis and IPTi. You'll get practical explanations and real-life examples from someone who has walked in your shoes, not theory and book-smart advice from someone living in an ivory tower.

"If you're going to implement BBS on your own or are considering the possibility, I've found no one better than IPTi to teach you what to do. They give you everything you need to be successful."

**~ Ben Akery, Plant Manager, Saint-Gobain Vetrotex America, North Charleston, SC**

"With Terry Mathis's 'Street Smart' approach to behavior-based safety, the employees develop the process for their facility. Because of this, there is a great sense of ownership that drives the employees to make the process successful. I especially like how we've been able to customize the process to meet the needs and preferences of each of our plants - it's much easier than changing the way you work to accommodate a 'one-size-fits-all' approach."

**~ Jennifer Harp, Division Safety Manager, Temple-Inland Forest Products Corporation, Diboll, TX**

"Terry Mathis excels when it comes to teaching a practical, commonsense approach to behavior-based safety. He relates well to everyone, from people on the floor to those in the highest levels of the company. His extensive experience 'in the trenches' means you get level-headed, hard-hitting advice on everything from calculating the true costs of BBS to handling various implementation and improvement challenges. If you're thinking about attending this seminar, I have two words for you: Do it."

**~ Gene Burrows, Corporate Director of Safety, TAMKO Roofing, Inc. Tuscaloosa, AL**

### My Total-Satisfaction Guarantee

Here's my promise to you: You will learn exactly what you need to do to design, customize and implement a site-specific BBS process ... or you won't pay.

Come and attend the seminar until the lunch break. Then, if you don't think the seminar is living up to its promises, just quietly turn into your seminar materials at the registration table. We'll issue a prompt and courteous refund of your full registration fee as soon as we get back to the office.

There is no other seminar available today that delivers the same clear-cut approach to self-implementing BBS. And with my risk-free guarantee, there's no way you can lose by attending. So reserve your seat today.

Terry Mathis  
President of BBS Solutions, Inc.



# Meet Your Instructor, Terry Mathis

**P**resident and founder of BBS Solutions, Inc. (formerly Integrated Performance Technologies, Inc. or IPTi) Terry Mathis is a leading expert on behavior-based safety. He has been involved in the successful implementation of more than 550 behavior-based safety processes, consulting at sites in 13 countries and developing training materials in nine different languages.

The author of numerous articles and a book on BBS, Mathis is a popular speaker at industry conferences and lectures. He was first introduced to BBS while serving as the director of training for Coca-Cola Bottling Company.

BBS Solutions is the industry's fourth-largest BBS consulting firm – and with a 0% failure rate, hands-down the most successful. The company works primarily with mid-sized to Fortune 500 companies in a wide variety of industries, including mining, construction, petrochemical, aggregate, forest products, aerospace, and healthcare. The company's clients include NASA - Johnson Space Center, U.S. Air Force, Temple-Inland, Louisiana Pacific, Champion International, International Paper, Georgia Pacific, Inland Paperboard and Packaging, Phelps Dodge, LaFarge, Redland Genstar, Martin Marietta Materials, Meridian Aggregates, Minera Candelaria, Chevron Oil Company, Shell Oil Company, Phillips Petroleum, Exxon International, Columbian Chemical Corporation, Petroleum Development Oman, and SONAT Exploration, among others.

## 9 Critical Things You'll Miss If You Don't Attend ...

**#9** Discovering the only legitimate way you can ever hope to maintain a zero-accident rate. Only BBS allows you to be proactive in preventing accidents ... and only this seminar will teach you the proven, A-to-Z process for successful self-implementation.

**#8** Instruction by one of the world's leading expert in successful custom BBS processes, Terry Mathis. The former director of training for Coca-Cola and author of numerous training programs, Terry is a top behavioral safety consultant, with more than 550 successful projects in mid-sized to Fortune 500 companies under his belt, including teaching more than 300 professionals how to successfully self-implement BBS.

**#7** A proven step-by-step system for creating your very own site-specific BBS processes ... without relying on a professional consultant. You'll know exactly what you need to do ... how to do it ... and when to do it.

**#6** A seminar workbook to capture your detailed notes – an invaluable resource that you'll refer to time and time again as you start your implementation process.

**#5** A free copy of the BBS Readiness Toolkit, which enables you to quickly and accurately assess your site's readiness for performing BBS, as well as calculate your potential ROI.

**#4** Establishing a system that rewards you and workers for the positive steps you take in improving safety. BBS does not punish employ-

ees or you when accidents happen. Instead, you get positive reinforcement for taking safety-smart steps.

**#3** Backup resources and support for any bumps and hurdles you'll face when implementing your process. You won't be left to flounder alone. If you get stuck or stymied, our BBS experts will be in the wings waiting to nudge you back on course.

**#2** 1-Year Support Membership to BehaviorBasedSafety.com, a comprehensive online resource and bulletin board for safety professionals using BBS.

**#1** Guaranteed Satisfaction. If you're not satisfied with what you learn at this event, we'll refund every penny of your registration fee. It's that simple.

## Check Out Additional BBS Resources from BBS Solutions, Inc.

### [www.BehaviorBasedSafety.com](http://www.BehaviorBasedSafety.com)

Destined to become the industry's top hot spot for in-depth, hard-hitting information about BBS. In addition to pages of insightful articles and handy worksheets, there's a members-only bulletin board for getting advice from our team of BBS experts, as well as your safety professional peers.

### Do-It-Yourself BBS Toolkit

Our BBS process in a box. You'll get templates of planning worksheets, observation checklists and everything else you need to get your BBS off the ground ASAP. Just answer a few simple questions to customize the kit to your organization ... fill in the blanks ... and you're ready to go.

### Train-the-Trainer Workshop

A five-day intensive training program that will fully train and certify your employees to serve as internal BBS consultants to your company. A perfect resource for jumpstarting your self-implementing BBS process.

### ProAct BBS Software

Easy-to-use software for collecting and analyzing BBS observation data. Compatible with all BBS processes, as well as DuPont STOP®.

### Consulting Services

BBS Solutions is one of the leading providers of full-supported implementations for those clients who choose to outsource this type of work. The fully-supported implementation is the most hassle-free way to implement BBS. We'll work with your site employees to design, train and implement the BBS process at your site. A number of a la carte consulting services are also available.

# SEMINAR REGISTRATION FORM

## How to Implement a Custom Behavior-Based Safety Process: A Practical, Do-It-Yourself Approach

### Seminar Details

#### Registration Fees and Terms

- The regular registration fee for this event is \$395 per person.
- If you attend as part of a group of 2+ people, the registration fee is just \$345 per person.
- Payment or a valid purchase order are required to hold your seat. Full payment must be received before the start of the seminar.

#### Location

Both sessions will be held at the Sheraton North, 15700 John F. Kennedy Blvd., Houston, Texas.

#### Lodging

- Lodging is not included in the registration fee. You may book a hotel room by calling the Sheraton at 1-888-625-5144 or 281-442-5100.
- For a discounted room rate of \$95 per night, request the room block for BBS Solutions.

#### Agenda

- Registration and check-in will open at 7:30 a.m., and the seminar will begin promptly at 8 a.m. We'll break for lunch from approximately noon until 1 p.m. The seminar will conclude at approximately 5 p.m.

#### Cancellations and Substitutions

- You may cancel your reservation without penalty up to 8 calendar days before the event. If you need to cancel 7 days or fewer before the event, you may apply your registration fee to another event, or you may send another attendee in your place. Substitutions are always welcome.
- No shows will be responsible for the full registration fee; no refunds or credit will be issued.

#### You Will Receive

- Your registration fee includes your attendance at this one-day seminar, the course workbook, lunch and beverages, a private class roster (for networking use only), a free copy of the BBS Readiness Toolkit, and a 1-year membership to BehaviorBasedSafety.com.

#### Confirmation

- We will confirm your registration by email or fax within 48 hours of receipt. Please be sure to provide a valid email address and/or fax number.
- If you have not heard from us within 10 days of submitting your registration, or if you have any questions, please call Sean Mathis at 1-800-395-1347.

#### Tax Deduction

Expenses relating to your participation in this seminar may be tax deductible. Check with your tax adviser to be sure.

#### Satisfaction Guarantee

Attend the first half of the seminar. If, for any reason, you are dissatisfied or you feel that the seminar does not live up to its promises, just turn in your course materials at the registration desk for a prompt and courteous refund of your entire registration fee.

#### Questions

Additional questions about this event should be directed to Sean Mathis. Contact Sean at 1-800-395-1347 or seanm@bbsdiy.com

- Yes! I want to learn a proven, step-by-step system for designing and implementing site-specific BBS process – WITHOUT relying on a consultant. Sign me up for "How to Implement a Custom Behavior-Based Safety Process: A Practical, Do-It-Yourself Approach."

I understand that I'll receive the following free bonuses (a \$570 total value) when I attend:

**FREE – A seminar workbook containing copies of the slides and handouts that will be used during the event. (\$49 value)**

**FREE – A copy of the BBS Readiness Toolkit. (\$300 value)**

**FREE – Networking lunch. (\$22 value)**

**FREE – A private class roster for participant use only. (\$49 value)**

**FREE – 1-Year Support Membership to BehaviorBasedSafety.com, a comprehensive online resource that connects safety professionals with BBS resources ... and each other. (\$150 value)**

I further understand that my participation and registration is backed by BBS Solutions, Inc.'s Total Satisfaction Guarantee. I can attend the first half of the seminar. If I am dissatisfied for any reason, all I have to do is turn in my course materials during the lunch break, and I'll receive a hassle-free refund of my entire registration fee.

### 1. CONTACT INFORMATION (please copy this form for additional registrants)

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Approving manager's name \_\_\_\_\_

- I am attending with a group. Group members are:

Name \_\_\_\_\_ Name \_\_\_\_\_  
Name \_\_\_\_\_ Name \_\_\_\_\_

### 2. SEMINAR INFORMATION

I plan to attend "How to Implement a Custom Behavior-Based Safety Process" on the following date:

- Tuesday, October 21, 2003 (8 a.m. to 5 p.m.) Sheraton North Houston, Texas
- Wednesday, November 13, 2003 (8 a.m. to 5 p.m.) Sheraton North Houston, Texas

### 3. REGISTRATION FEE

Your investment to attend this program is \$395 per person. Attend as part of a group of 2+ people to save an additional \$50/person.

REGULAR REGISTRATION FEE		\$395
Yes, I am attending with a group	Subtract \$50 from your fee if applicable	-\$
My investment in this seminar is:	TOTAL:	\$

### 4. PAYMENT INFORMATION

- I have enclosed a check made payable to BBS Solutions, Inc.
- Please charge my:  
 Visa  MasterCard  American Express  Discover
- I have a purchase order. Here is the number:

### 5. 4 EASY WAYS TO REGISTER

{1} CALL our registration hotline at 1-800-395-1347 {2} FAX your completed registration form to 1-866-392-4784 {3} ONLINE at www.bbsdiy.com {4} MAIL your completed registration form to BBS Solutions, Inc., 16753 Donwick Dr., Suite B1, The Woodlands, TX 77385

YOUR PRIORITY RESERVATION CODE IS ON YOUR MAILING LABEL



**BBS** Solutions

16753 Donwick Dr., Suite B1  
The Woodlands, TX 77385

PRESORTED FIRST CLASS  
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CONROE TX  
PERMIT NO 283

SAFETY PROFESSIONALS: You'll Gain More Control Over Accidents, Break Past Your Current Recordable Rate Plateau and Help Workers Better Protect Themselves from Injury When You Learn ...



**BBS** Solutions

# How to Implement a Custom **Behavior-Based Safety** Process: A Practical Do-It-Yourself Approach

An Eight-Hour Seminar from the Industry's Most Successful BBS Implementation Expert ... Bursting with Easy-to-Understand Concepts, Industry Best Practices, and Time-Tested Techniques

**You'll Learn:**

- How to determine whether self-implementing BBS will work at your organization
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- Foolproof techniques to get management and workers to buy into the process

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**Houston, Texas**

**Wednesday, November 13, 2003**  
**Sheraton North**  
**Houston, Texas**

**Reserve Your Seat Today!**  
**Call 1-800-395-1347 or register online at [www.bbsdii.com](http://www.bbsdii.com)**

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