

A 2-DAY MASTERCLASS ON IMPROVING SAFETY CULTURE:

SAFETY CULTURE

PROFILING & ASSESSMENT

ASSESSING YOUR CURRENT SAFETY CULTURE, LEARN THE LESSONS LEARNT BY OTHERS & INCREASE THE EFFECTIVENESS OF YOUR EXISTING SAFETY PROCESS

30th (Thur) September & 1st (Fri) October 2010, Crowne Plaza Mutiara, Kuala Lumpur



ONE OF THE MOST DIFFICULT ASPECTS OF CREATING A POSITIVE SAFETY CULTURE IS TO WIN OVER PEOPLE'S HEARTS AND MINDS TO THE SAFETY IMPROVEMENT CAUSE.

Organised by:



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Presenting one of the World Leaders and Award Winning Author in Behavioral Safety

Prof. Dominic Cooper, C.Psychol C.FIOSH

Prof. Cooper is both a Business Psychologist and a Safety Professional who has implemented behavioral safety internationally for over 20 years. A past Professor at Indiana University, he has written 6 business books and over 150 articles on Behavioral Safety, Safety Culture Change and Safety Leadership.

Much more than an academic, Prof Cooper has worked on-site with frontline managers and employees, creating and customizing the most effective Behavioral Safety Process available.. He has not failed for the past 20 years and has always achieved a minimum of 40% reductions in the number of incidents. Prof. Cooper is acknowledged as a Global Expert by Business & Legal reports in 2006 and pioneered Behavioral Safety in the UK Construction Industry in the late eighties.

Prof. Cooper continues to innovate and refine his Behavioral Safety process. He maintains his work in the real-world by actively working side-by-side with the front line managers to the foreign workers on the ground. He is a person who is seriously passionate in SAFETY!

He also:

- Developed www.behavioral-safety.com a free interactive knowledge resource.
- Developed the internationally acclaimed B-Safe Programme® which creates ownership for organizational change through local-level, employee involvement
- Received national awards for his work from Britain's Institution of Occupational Safety & Health (IOSH)
- Spoke regularly at numerous local and international conferences

His Professional Qualifications:

- Ph.D from the University of Manchester Institute of Science and Technology (UMIST)
- Chartered Psychologist, Associate Fellow of the British Psychological Society (BPS)

Partial Client List

British Steel, Brunnermond & Co., Chevron UK Ltd, City Power, Courtaulds Plc, Dow Corning, Durham and North Tees Hospital Trust, Elementis Specialties Chemicals, Exxon Chemicals & Olefines, HM Naval Base, Huntsman Petrochemicals, INCO Europe Ltd, John Holland Group Pty Ltd, M.W. Kellogg Ltd, McVities Prepared Foods, Millennium Inorganic Chemicals, Mobil North Sea Ltd, Novartis, PPG Autocolors, Saudi Aramco, Scandianavian Airlines Ground Services, Statoil, Syngenta, Trelorborg Automotive, RASGAS, Singapore Airlines Engineering Company, Lilly Pharmaceutical Company



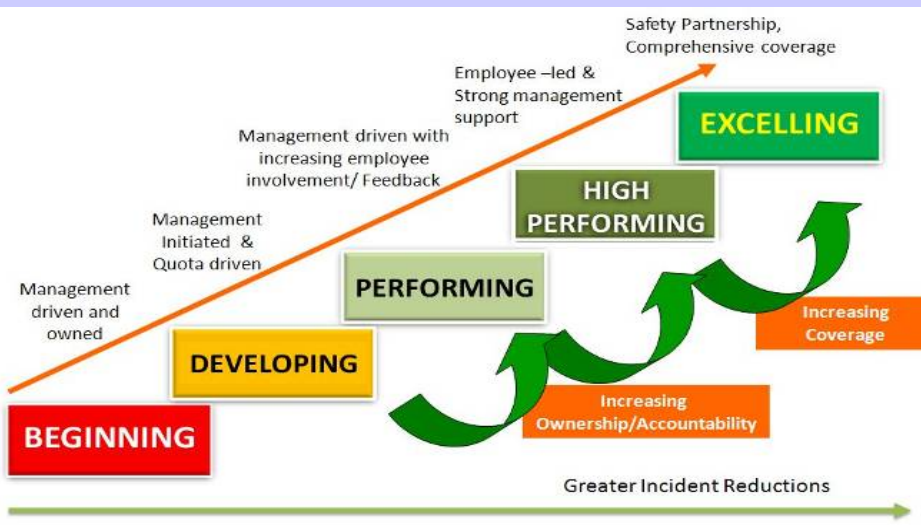
Scientificallly Researched and Practical Based

Perspectives: Get the latest information on what does and does not work in Safety and apply this new found knowledge to your existing process.

Real case studies used to highlight successes and problems when implementing Successful Safety Culture

Value Added Experience. The only workshop dedicated to facilitating 'IMPROVEMENT OPPORTUNITIES' arising from delegate's problem solving of their existing Safety processes

The combination of interactive presentations, hands-on exercises and open discussion groups along with real case studies, ensures you will obtain maximum value from attending.





Dear Safety Professional,

Every safety process has hiccups every now and again, but how to tackle them to bring about the desired benefits often puzzles even highly experienced people. Inclusive of the latest safety culture thinking, case studies and highly problem solving exercises to enhance the learning experience, this is the **ONLY** safety culture workshop focusing specifically on the resolution of delegates.

Conducted by an award winning author, Prof. Dominic Cooper is a Chartered Psychologist, Associate fellow of the British Psychological Society, Fellow of the Royal Society of Health, Member of the American Society of Safety Engineers, and a Fellow of the Institution of Occupational Safety & Health, he is one of Europe's leading figures in applying the behavioral sciences to improve organisational safety culture.



Companies with a strong safety culture are usually extremely successful in all aspects of business and excellence. Consequently they also experience low accident rates, low turn-over, low absenteeism, and high productivity. Find out how to enhance your safety culture in this 2 day workshop led by Prof. Dominic Cooper CFIOSH CPsychol.

2-DAY AGENDA

Introduction to Safety Culture

- **Exploring the concept of Safety Culture**
 - **What is it?**
Safety Culture is a complex topic that most companies do not understand. Learn about the characteristics of Safety Culture and how to overcome the change challenge.
 - **Why it's important**
Learn about improving your Safety Culture to enhance business performance?
 - **Building your safety culture**
Learn how to engineer your Safety Culture for maximum effect?

Exploring System Factors

- **Safety Management Systems**
 - **What should they achieve?**
Learn about the purpose of Safety Management Systems and what they should really achieve?
 - **What is the optimum configuration?**
Learn how to design your Safety Management System to 'reach' the parts that others don't?
 - **Assessing their effectiveness**
Learn how to 'really' assess the effectiveness of your Safety Management System

Exploring Behavioral Factors

- **How behavior influences your safety culture**
 - **Why do people behave unsafely?**
Learn the secrets that dictate people's safety behaviour
 - **Changing behavior**
Learn how to change people's safety behavior for the better
 - **Key components of a behavioral system**
Learn how to design an optimum Behavioural Safety process

Exploring People Factors

- **Obtaining employee buy-in to your safety culture efforts**
 - **Methods of engagement**
Learn about various methods to get people involved in safety
 - **Strategies to optimise engagement**
Learn the best ways to obtain employee involvement in your improvement efforts

Positively Engaging Risk with Successful Safety Leadership

- **Explores a complementary safety leadership process to enhance your Current Safety Process**
Learn how to enable your managers to become better Safety Leaders

Sustaining your Safety Culture Efforts

- **Monitoring and measuring safety culture**
 - **Safety culture metrics** – Learn how to pin down and measure your safety culture to provide a 360 degree view
 - **Safety Culture Profiling®** - Learn how to quantify your safety culture to identify your strengths and areas of opportunity.

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In recent years, companies have begun to recognise the important contribution that an effective safety culture can make to the control of their ongoing operational costs and the efficiency of their ongoing operations.

Many organisations have realised that this provides the perfect opportunity for them to streamline their operational processes and optimize the associated management and control systems. In practice, it has also meant that responsibility for health, safety and environmental issues has become firmly established as an integral part of the line management function, rather than being the sole domain of the safety officer (or safety department). Therefore, now more than ever before, all levels of line management need to possess a much greater knowledge of how to develop and implement high quality safety management systems. They also need to know how to manage safety on a day to day basis throughout their areas of responsibility.

The traditional role of the safety officer has also changed. They are now a high-level internal consultant and are expected to offer independent advice to senior management on the short, medium & long term strategic objectives for creating and maintaining a positive safety culture as well as to advise line-managers on both the development and implementation of appropriate control and monitoring systems and the review of ongoing safety performance.

A Good Safety Culture can contribute:

- To competitiveness in many ways, for example, it may make a difference between winning or losing a contract
- To profit by minimizing loss & adding to the capital value of an organisation

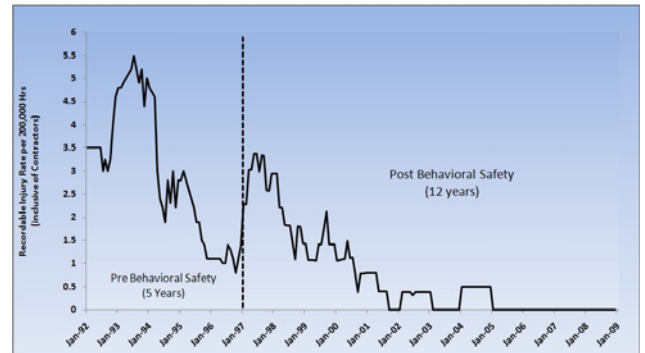


The workshop will focus on the prevention of workplace injuries by focusing on organizational safety culture. The integrated management approaches presented in the workshop have proven to be extremely effective at reducing injury rates, and other serious consequences such as property damage, business interrupts, environmental releases, regulatory agency violations, etc.

Appended below are some examples of companies that benefited from Dominic’s program

SABIC Petrochemicals (UK) Ltd

- B-Safe implemented all plant areas for 12 years
- Implemented on four major overhauls
- Crews develop own behavioral checklists
- Crews took ownership of whole system
- Achieved world class safety status with a TRIR of 0.05



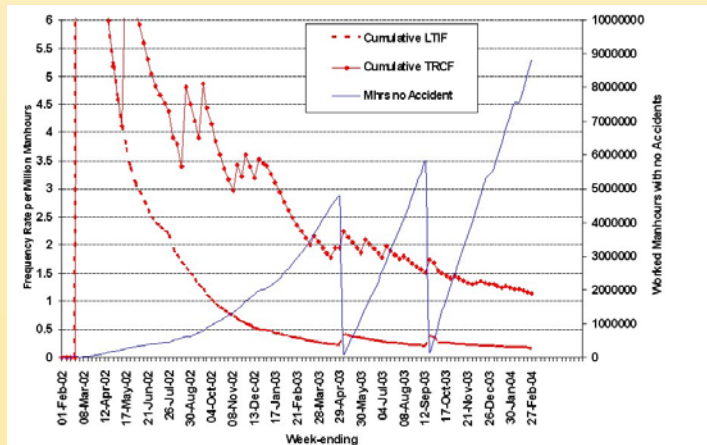
RasGas (Qatar) LNG Trains & Construction

- Achieved 136 million man hours LTI free with B-Safe
- Safest upstream Oil & Gas Company in 2008 (OGP and SGS)



TSKJ (Nigeria) LNG Construction

- 20,000 plus workers
- Lost Time Incident Rate (LTIR) fell 0.13 to 0.03.
- Total Recordable Incident Rate (TRIR) fell 0.66 to 0.15



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Every registration comes with Dr.
Dominic Cooper's New Book!
Behavioral Safety
A Framework for Success

REGISTER NOW!

2-Day Course Fees:

- SG\$1,790 (RM 4296) per delegate (Priority Booking)
- SG\$1,990 (RM 4776) per delegate (Standard Rate after 23 Aug '10)
- 10% Discount for group registration of 3 delegates or more
- SG\$108 for Additional book on "Behavioral Safety: A Framework for Success" including postage (Priority Booking till 23 Aug 2010)

Fee includes documentation, refreshment & Lunch but
EXCLUDES Accommodation & Bank Charges

MODE OF PAYMENT :

Payment is required within 5 working days from the invoice date.

SGD Bank Draft or Cheque Made payable to:

KEN Knowledge International Pte Ltd

Or Telegraphic Transfer to Bank:

**United Overseas Bank Limited
Clementi Branch**

Account Number: 130-314-691-7

SGD Corporate Current Account

Swift Code: UOVBSGSG

(Quoting your Company Name and Inv No. As Reference)

CANCELLATIONS & SUBSTITUTIONS :

All bookings carry a 50% liability immediately after a fully completed Registration contract has been received by Ken Knowledge International. All cancellations of registration must be made in writing. Regrettably, no refund will be made for cancellation after 30th Aug 2010. However, a complete set of documentation will be sent to you. Substitutions are welcomed at anytime.

NOTE:

Due to unforeseen circumstances, we may change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participants of the change. KEN Knowledge International should not be held liable for any costs arising from this change.

HOTEL ACCOMODATION:

Accommodation is not included in the workshop fees. To reserve accommodation at the workshop venue, please contact **Crowne Plaza Mutiara Hotel, Kuala Lumpur at +(603) 2148 2322**

For further information, Contact the **KEN Knowledge International** Business Managers,

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REGISTRATION CONTRACT

Please complete this form immediately and fax to:
+(65) 6469 8183 or for Companies in Malaysia
(02) 6469 8183

Please write in **BLOCK CAPITALS**

I. Delegate's details

1.Name: _____

Position: _____

E-mail : _____

2.Name: _____

Position: _____

E-mail : _____

3. Name: _____

Position : _____

E-mail : _____

COMPANY : _____

Address : _____

Country/ State: _____ Postcode: _____

Nature of Business : _____

Ph : _____ Fax: _____

Company Size : 100-249 250-499 500-999

1000+

II. The Invoice should be directed to Mr/Ms (Dept):

Name: _____

Dept: _____

Ph: _____

E-mail: _____

III. Authorising Manager's details

Name : _____

Title : _____

Ph: _____

Signature: _____

Date: _____