



## **How to influence behaviour to bring out the best in people**

It is certain that every organisation wants their employees to have a safe place to work, and to care about each other's safety. By keeping incidents down, the organisation will incur less cost, decrease unplanned time off, and maintain a higher level of trust by employees as a result of a stable and low rate of injuries. With these characteristics, the organisation can fulfil obligations to employees and stakeholders, while continuing to achieve high and steady rates of production.

Using the Reinforcement Based Safety (RBS) Culture Change Model allows those in the organisation to set up a *meaningful* and *effective* proactive approach to building this level of excellence within an organisation. By providing employees with the tools to reinforce desired behaviours, they are set up for success to develop a sustainable culture of safety. When, and only when this happens, the organisation is able to fully maximise its potential because its most valuable asset – its people – are working toward the same goals as the organisation itself.

The Reinforcement Based Safety process, a process with strategies specifically addressing both employee and leadership cultural change, is based on the science of Applied Behaviour Analysis and focuses on the positive approach to systematically influence *the way people work*. Success in this process inevitably results in measurable and meaningful business achievements and an improved and more productive work environment. This includes an improved safety culture where people are not only seeking to work more safely themselves, but to support those around them to work safely as well.

The Reinforcement Based Safety Process, as implemented based on the principles of the science of behaviour, is pervasive – it may start with safety, but it will touch everything the company does. The transformation is basic, but through the development of new skills in influencing people, the culture of the business will allow it to perform at levels beyond expected. Because progress in the process is measurable through identifying quantifiable and observable behaviours of performers, a clear measure of success is provided to supplement the measurement of lagging indicators such as incident rates – which create the business results that will allow the organisation to become even more successful. And, to build on the present antecedent technologies that prompt safe behaviour, the positive and meaningful consequences that develop from this process makes it sustainable – fundamentally changing how the company's leaders lead and, as a direct result, how the men and women of the company work.

SafetyWorks Group specialises in working together with organisations to achieve sustainable cultural change by applying the principles of Reinforcement Based Safety.