

**A NOT-TO-BE  
MISSED event  
for ALL  
SAFETY  
Professionals!**

# Improving Organisational Safety

## Successful Safety Leadership<sup>SM</sup> Examining the System to Reduce Human Error

**5<sup>th</sup> (Mon) – 7<sup>th</sup> (Wed) November 2007  
Hotel Mulia Senayan - Jakarta, Indonesia**



**Presented by:**  
**Prof. Dominic Cooper**, C. Psychol, CFIOSH  
**One of the Top 5  
Safety Authorities in the World!**

In view of the recent Indonesia Sumatra Island earthquake, we will be contributing Rp 300,000.00 for every participant registered, to the Palang Merah Indonesia (PMI) also known as Indonesia Red Cross Society, to help those who are affected by this Disaster.

**Insights to Advance Safety Management - The Next Frontier!**

**Organised by:**



**In Partnership with:**



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# Improving Organisational Safety: Successful Safety Leadership<sup>SM</sup>

## WORKSHOP 1 - 5<sup>th</sup> (Mon) Nov 2007 – Hotel Mulia Senayan, Jakarta – Indonesia

An award winning author, Dr. 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.

Effective Leadership from the senior management is a key feature of a positive safety culture as it determines how everybody else in the organisation will view and act upon safety issues.

Unfortunately, safety management is not a field that excites many senior managers and executives. Attending to safety issues tends to be seen as something that is required by legislature is boring and has little 'glamour' attached to it, rather than as something that will be seen to contribute to profit and competitiveness.

Safety Leadership is one of the major challengers in today's world. Although many think that leaders are born, not made, anyone can be a better leader. Successful Safety Leadership<sup>SM</sup> is a practical 'one-day' training course that is both challenging and highly interactive. Rooted in a 'results-based' focus, each action-oriented, skill-building exercise is designed to help you and your organisation get the safety results you want and need. Using proven and validated techniques, you will learn how to apply the qualities exhibited by extraordinary business leaders to your company's safety processes. You will benefit by learning tips and techniques that will increase your competence and confidence when influencing safety in your organisation.

### In this workshop you will:

#### Understand the real impact of safety leadership on employee behavior.

- Case study of longitudinal research

#### Understand the leadership qualities of extraordinary business leaders.

- Research findings

#### Learn how to transform yourself in an extraordinary leader of safety

- Application of the principles to your organisation

#### Become a better communicator

- Exploring how to 'really' communicate with those you want to influence

#### Learn how to Inspire Others

- Exploring how to be a truly inspirational safety leader



### WHO SHOULD ATTEND?

**This workshop is designed for Vice Presidents, Directors, Safety Managers, Safety Supervisors and Engineers, EHS Professionals, Safety Auditors, Site / Plant / Factory / Operations Managers, Maintenance, Facilities Management, Training Managers.**

*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.*

#### Workshop timing:

Registration at	08:30
Workshop starts at	09:00
Morning Coffee Break	10:30 – 10:45
Lunch at	13:00 – 14:00
Afternoon Coffee Break	15:30 – 15:45
Workshop ends at	17:00

**For details contact:**  
**Tel: +(65) 6469 3422**  
**Fax: +(65) 6469 8183**

**Or Email:**  
**veronica@kenknowledge.com.sg**  
**www.kenknowledge.com.sg**

# Improving Organisational Safety: Examining the System to Reduce Human error

**WORKSHOP 2 - 6<sup>th</sup> (Tue) & 7<sup>th</sup> (Wed) Nov 2007 – Hotel Mulia Senayan, Jakarta – Indonesia**

## WHAT IS HUMAN ERROR?

**Human Error is defined as the failure of planned actions to achieve their goal. It is about thinking differently & not about behavior. It is about how you can manage safety more effectively through a better understanding of human error.**

Human Error occurs when human action is performed that was either

- Not intended by the person,
- Not in accordance with some specified set of rules,
- Was intended to either overcome organisational failings,
- Minimise the amount of effort required to achieve a goal,
- Provide a moment of thrill of some sort



## What is the difference between Human Error and Behavioral Based Safety?

- Behavioral safety focuses on observable unsafe behaviors
- Human error looks more at the underlying contributory factor (**THE REASONS WHY**)

### In these 2 days workshop you will learn:

- **Different** methods of analysis to Root Cause Investigation
- **Assess** the risks arising from human error incidents
- **Identify** the Key Performance Indicators that are **RIGHT** for your business
- **Develop** a more focused data capturing process to allow causal analysis of concerns and problems for your business
- **Develop** specific action plans to develop your Error management system
- **Prioritising** your actions

**PLUS**

**“Hands On” Group Exercises!**

**Develop a Full Error Management System that is RIGHT for your Organisation!**

## Partial List of Clients:

Air BP, Air Products, Alcan, Allied Wire & Steel, BASF, BP Amoco, Bayer, Birds Eye, British Steel, Chevron UK Ltd, Courtaulds Chemicals, Courtaulds Cellophane, Dow Corning, Exxon Chemicals & Olefines Inc, Great North-Eastern Railways (GNER), HM Naval Base, Huntsman, Hydro Electric, ICI Polymers & Chemicals Ltd, McVities Prepared Foods, Mobil North Sea Ltd, Novartis, PPG Autocolors, Rolls Royce, Scottish Power, Shell Petroleum

Amoco Canada, Arkansas Power and Light, Citizen's Coke and Gas, Dow Chemical Canada, Kodak Maintenance, Peach Bottom Atomic Power Station, Philadelphia Electric Co

RasGas, TNB Transmission, Holden Australia

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# Improving Occupational Safety: Examining the System to Reduce Human error

**WORKSHOP 2 - 6<sup>th</sup> (Tue) & 7<sup>th</sup> (Wed) Nov 2007 – Hotel Mulia Senayan, Jakarta – Indonesia**

## **DAY 1**

### **Session 1 – Introduction to the workshops aims and objectives**

### **Session 2 – Basic Introduction to Error Theory**

- What are the main error modes
- When is blame and punishment appropriate
- How can a system-based approach help to reduce errors in the workplace

### **Group Activity**

#### **Categorize types of Human Factor**

### **Session 3 – Introduction to Root Cause Analysis Investigation**

- Examines different methods of analysis using:
  - The 5 Why's
  - Fishbone Diagrams
  - Influencing and causal factors
  - Applied behavioral Analysis

### **Group Activity**

#### **Which analytic methods are right for your business?**

### **Session 4 – Assessing the risks arising from human error incidents**

- Exploring risk perception
- Developing an error risk framework for your organization
- Developing key performance indicators

### **Group Activity**

#### **What Key Performance Indicators are right for your business?**

### **Session 5 – Developing a more focused data capturing process to allow causal analysis of concerns and problems**

- Identify threats arising from performance shaping factors
- Identify opportunities for human error
- Identify system state faults

### **Group Activity**

#### **Design a data capturing process for your business**

### **Session 6 – Bringing it all together**

### **Practical Exercise**

Participants use the information obtained from the practical exercises to develop their own "in-house" factor management system

## **Real Life Applications**

When an accident occurs and the preliminary findings point to Human Error, where do you begin to locate the problem?

In this session, participants are required to bring at least 2 examples of their involvement in or raised via an accident investigation, management system audit, incident/risk reporting system or a quality / safety problem they are aware of.

These will be used by each participant in the following practical exercises. It is preferable if these are of moderate to low concern or are near miss incidents.

### **Session 7 – Practical Group exercises**

#### **Delegates Example One**

Exploring delegate's issues to find the real causes (practical exercise), making use of the methodologies discussed on day one

### **Session 8 - Practical Group exercises –**

#### **Delegates Example Two**

Exploring delegate's issues to find the real causes (practical exercise), making use of the methodologies discussed on day one

### **Session 9 – Testing the reality of your proposed solutions using barrier analysis**

### **Session 10 – Generating action plans**

- Developing specific action plans to develop your error management system

### **Session 11 – Prioritising your actions**

- Prioritising the next steps to ensure the maximum impact on the mitigation of Human Error
- Opportunity for final questions, sharing of the experience of the day

## **WHY YOU MUST ATTEND?**

This workshop has been designed for those who are expected to lead the development of an organizational human error program within their sphere of influence.

**The two-day event allows delegates to develop a full human error management system that is right for their organization, and to recognize the issues they need to consider when further developing the systems that may already be in place.**

The workshop is highly interactive to maximize delegate's confidence with using the various methodologies employed to mitigate the risks arising from human error.

## Improving Organisational Safety: Trainer Profile

5<sup>th</sup> (Mon) - 7<sup>th</sup> (Wed) Nov 2007 – Hotel Mulia Senayan, Jakarta – Indonesia

### About the Trainer: Prof Dominic Cooper



Professor Dominic Cooper pioneered Behavioral Safety in the UK Construction Industry in the late 1980's and has since implemented behavioral safety in Europe, North America and Africa, in numerous industries including Civil Engineering, Chemicals, Offshore Oil & Gas, Steel, Foods, Paper, Paints, Transport and Pharmaceuticals. Proud of his 97.5% success rate, he has consistently helped companies such as ExxonMobil, Huntsman, Dow Corning and PPG achieve 40-100% reductions in the number of accidents.

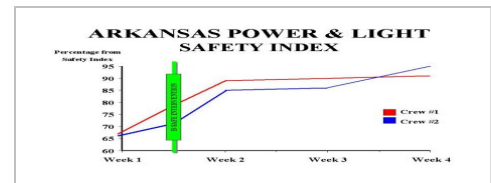
He also :

- developed [www.behavioral-safety.com](http://www.behavioral-safety.com) a free interactive knowledge resource
- Developed The award winning "B-Safe" Programme<sup>®</sup> which creates ownership for organizational change through local-level, employee involvement
- Received national awards for his work in the area of behavioral safety from Britain's 'Institution of Occupational Safety & Health (IOSH)'
- Founded B-Safe Limited, an International behavioral safety consultancy
- Spoken regularly at numerous local and international conferences
- Authored over 150 scientific papers and magazine articles on safety
- Authored 'Improving Safety Culture: A Practical Guide'
- Been appointed a Professor of Safety at Indiana University, USA

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

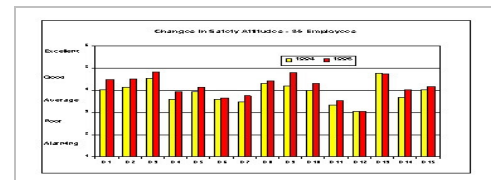
#### Arkansas Power and Light

- Working with Linesmen
- Videotaped the crews at work to identify safe behaviors
- Crews developed own behavioral checklists
- Crews took ownership of whole system
- 50% reduction in accidents within 12 months



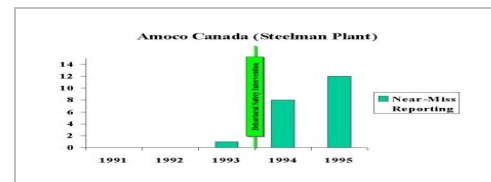
#### Chemical Plant, UK

- 1994 is pre-B-Safe<sup>®</sup>
- 1996 is post 2<sup>nd</sup> phase of B-Safe<sup>®</sup>
- Safety Attitude survey is accurate at the 95% level.
- Achieved Zero accident rate within 12 months



#### Amoco Canada (Steelman Plant)

- Goal was to improve driving behavior
- 100% reduction in Lost time accidents over two years
- 100% reduction in Medical Cases
- 50% reduction in Vehicle Accident
- Additional benefit of increased Near-miss reporting



#### Who MUST Attend:

-Health and Safety Managers,  
-Fleet Safety Officers,  
-Risk Managers,  
-Safety Advisors,  
-Heads of HSE,  
-Occupational Health Practitioners,  
-Facilities Managers, Maintenance Managers  
-Safety & Security Managers,  
-Plant Managers,  
-Emergency Response Team

-Heads of Off-Shore Safety,  
-Health & Safety Trainers,  
-Fire Officers,  
-Support Services Managers,  
-Engineering Managers,  
-Site Engineers,  
-Quality Managers,  
-Operations Manager,  
-Production Managers  
-Safety Inspectors

**Improving Organisational Safety**  
**Workshop 1: Successful Safety Leadership<sup>SM</sup>**  
**Workshop 2: Examining the System to Reduce Human error**  
**5<sup>th</sup> – 7<sup>th</sup> November 2007 – Hotel Mulia Senayan – Jakarta, Indonesia**

**REGISTRATION CONTRACT**

**Please complete this form immediately and fax back to [+\(65\) 6469 8183](tel:+6564698183)**

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 Name : \_\_\_\_\_

Address : \_\_\_\_\_

Country/ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Nature of Business : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax: \_\_\_\_\_

Company Size :  100-249  250-499  500-999  1000+

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

Name: \_\_\_\_\_

Dept: \_\_\_\_\_

Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_

**III. Authorising Manager's details**

Name : \_\_\_\_\_

Title : \_\_\_\_\_

Tel: \_\_\_\_\_

Signature : \_\_\_\_\_

Date: \_\_\_\_\_

This booking is invalid without a signature

**REGISTER NOW!**

**Course Fees:**

**Workshop 2: Examining the system to reduce Human error**

- SG\$ 1,680 per delegate (Priority booking before 1<sup>st</sup> Oct '07)  
 SG\$ 1,880 per delegate (Standard rate after 1<sup>st</sup> Oct '07)

**Workshop 1: Successful Safety Leadership<sup>SM</sup>**

- SG\$ 880 per delegate (Priority booking before 1<sup>st</sup> Oct '07)  
 SG\$ 980 per delegate (Standard rate after 1<sup>st</sup> Oct '07)

- 10% Discount for group registration of 3 delegates or more

- I would like to attend Both the "Successfully Safety Leadership<sup>SM</sup>" & "Examining the System to Reduce Human Error" Workshops from 5-7 Nov 2007 at a Special Rate of **SG\$2,280** **Valid Till 11<sup>th</sup> Oct '07**

- 3 - Day Workshop at S\$ 2,580 (Standard rate after 11<sup>th</sup> Oct)

(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 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 11<sup>th</sup> Oct 2007. 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 Hotel Mulia Senayan, Jakarta at +(62) (21)574 7777

**Our Corporate rates at Hotel Mulia Senayan, Jakarta**  
**USD 131+++ per room per night with 1 breakfast**

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

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