Welcome!
Thanks for joining us today…
IT'S ALL ABOUT
BEHAVIOR
CHANGE

BillSIMS
COMPANY
Some of our clients...
Recommended Reading

- It’s Your Ship
- OOPS!
- Green Beans & Ice Cream
- Failure to Learn
It’s not about OSHA....
Play Video Clip 1- “Crane Accident”

Was this a recordable? A Lost Time Injury?
The morning of the BP Disaster....

Do you have the *absence of accidents*.... Or the *presence of safety* at your company?
It’s NOT About OSHA…..it’s about PEOPLE....
And about the presence of safety....versus the absence of accidents....

From HERE......

in the blink of an eye....

......to HERE
Sea World: Perfectly designed for a fatality....

Every business has been perfectly designed to produce the results it currently gets.

Whale + Pony Tail + Safety Shortcuts = Fatality

Business *is* behavior... to change your results you have to change behavior
Where did Sea World manage safety?

Here?

Here?

Or Here?
Where do you want to manage safety?

Here?

Here?

Or Here?
Where do you want to manage safety?

Here...right?

Can you hide injuries and work on the bottom? What got you here won’t get you there....
Zero Injuries is **NOT** your goal... so what is?
Unsafe Behaviors & Conditions

Zero UNSAFE BEHAVIORS!
Is punishment the best way to change behavior?

Play Video Clip 2- “Terry Tate”
Does Punishment work—long term?

✔ The screaming supervisor & the construction workers

✔ Donna Prejean, Earl, and the You Did It Right!
Stupid Workers

- The worker who got his arm caught in the conveyor belt
- “He was just DUMB” says the safety manager
- Why do people do what they do????
- PICS & NICS
- What signals are you sending your people? To your leaders?
Got R+?

✓ Hawthorne Study
✓ Bob Nelson & 68%
✓ Gap between supervisors view of money vs. employees
Excuse 1: Why do I have to R+ people? Isn’t a paycheck enough?

- Is a paycheck really positive reinforcement?
- Bill’s answer?
- What do you think?
The Neuron Study

Why do some of us sometimes feel uncomfortable giving R+?
When nobody’s watching...

- **R+ Leadership**
  - (Positive Reinforcement)
  - “Want-to-do” curve

- **Employee Engagement**
  - “The Moment Of Choice”

- **Zap!**
  - = Commitment
  - = Compliance
  - = Non-Compliance

- **Leave Alone/Zap Management**
  - (Punishment)

- **MINIMUM REQUIREMENTS**
How Ice Cream Changed a Little Boy’s Behavior..

Pinpoint
Train & Communicate

Reinforce
Positive, Immediate, Certain

Immediate, Never One Size Fits All
The Sid Story
Play Video Clip 3- “The Sid Story”
Class Discussion

• What kind of reinforcement was Sid using?
• What were the consequences to the performers?
• How did he change?
• How did the consequences to the performers change?
• Why did the president’s plan fail?
PCG: Then & Now....

*29 years ago PCG had approximately 3000 hourly employees and an ex mod of 1.5 with comp claims between $1 and $2 million, they were losing bids.

*Over Dale Haden’s 29 years with the company they were able to reduce that mod to .52 and maintain comp claims around $200,000 annually, while adding another approximately 2000 hourly employees in the process!

*They won many jobs even though they were not the lowest bidder, due to their safety performance and reputation....”It’s not about OSHA.....it’s about people & profit” —Dale Haden

*It’s YOUR BUSINESS!
How did this Blue Ribbon Save a Life?

The Blue Ribbon Story...
I Choose Not to Look the Other Way...

Play Video Clip 4- “I Choose NOT To Look the Other Way”