IT’S ALL ABOUT BEHAVIOR CHANGE
Some of our clients...

- NutraSweet
- Marathon
- SAFESTART®
- Coca-Cola
- PEMEX
- Disney
- Horizon Lines
- Piedmont Natural Gas
- UAW
- DuPont
- ORKIN
- Saudi Aramco
- Ford
- Salem
- Boeing
- GM
- ARB
- Walgreens
- Eaton
- Chevron
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The SMART Way To Get
the Results You Want

It's All About Behavior Change

safety productivity quality
innovation fuel usage
retention engagement
service

BillSIMS Company
W.I.I.F.M?

Pinpoint + Reinforce = Behavior Change
ONE SIZE DOES NOT FIT ALL

Questions? bill.sims@billsims.net
• 1500 employees in construction
• Behavior-based safety process
• Pencil-whipping, questionable data
• Lagging-indicator incentive program
• Possible injury-hiding

Questions? bill.sims@billsims.net
PR+ SYSTEM STARTS HERE

Year 1          Year 2          Year 3          Year 4
$2,500,000     $1,900,000     $2,300,000     $2,100,000
$2,000,000     $2,300,000     $2,100,000     
$1,500,000     $1,900,000     $2,300,000     
$1,000,000     $1,500,000     $1,900,000     
$500,000       $1,000,000     $1,500,000     
$0.00          $500,000       $1,000,000     

$436K

Smartcard System Starts

Questions? bill.sims@billsims.net
Vehicle Crashes
Overall Average Improvement: 41%

Questions? bill.sims@billsims.net
“Smartcard documented a 38% decrease in un-safe driving behaviors in just 4 weeks!! –Ken Arms, Advanced Disposal

<table>
<thead>
<tr>
<th>Following close</th>
<th>Cell Phone</th>
<th>Unbelted</th>
<th>Not looking ahead</th>
<th>Stop sign/Red light</th>
<th>Total</th>
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<td></td>
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<td><strong>38.2%</strong></td>
</tr>
</tbody>
</table>

Questions? bill.sims@billsims.net
Horizon Case History

Achieved 60% reduction in incidences.
Over $2,000,000 in savings.
“The Bill Sims program was well received on the ships. We saw a significant drop in injury rates once it was implemented. More importantly it brought home to everyone on board the concept of personal responsibility for their own safety and the safety of their shipmates. It gave the folks on the ships the ability to reward and reinforce positive behavior and as a result helped to shift us from a blame culture to a culture of figuring out how to avoid incidents.

If I ever decide to leave retirement and get back into ship ops I'd definitely implement it in my fleet”

--Captain Mike Bohlman--2016
Nutrasweet Case History

We implemented a People Based Safety program from a leading behavioral consultant and had some good initial success. As the process aged, we had some difficulty sustaining it and getting participation. At one point, our participation dropped to less than 5% of our employees participating. Although the program had some good BBS focus items, it was cumbersome and costly and required significant resources to manage.

It also lacked a critical element in the behavioral safety process, positive recognition. At this point, we engaged Bill Sims and his team to help us add more positive reinforcement to our BBS process and we were able to increase participation to 96% while reducing the administrative burdens of data collection and tracking.

I would recommend Bill Sims to anyone who is looking to implement a BBS or Positive Reinforcement process, as well as sustain or revitalize their current BBS process.

Sincerely,

Larry Beggs
The NutraSweet Company
“We went from 42 lost time injuries per year to 2, in year one with Smartcard—Thanks Bill!”

Tommy Sides
VP Salem Carriers
“This is to confirm that I was the Responsible Care Manager (Safety / Health / Environmental) at the Kinston, North Carolina site for DuPont. This was part of the Textile Fibres Department, employing 3500 people, at one time. We were able to set records for DuPont, and the Kinston site, by using the Smartcard System from Bill Sims; in fact we were able to reduce all loss time injuries to zero for almost three years. We found individual and group recognitions / incentives as the best program our people were willing to support, and the operations personnel to buy into.

*I will be honoured to talk with your prospective clients about what we did.*

Louis Barrow, Responsible Care Manager SHE (Retired)
<table>
<thead>
<tr>
<th>Client</th>
<th>Dupont, Kinston, North Carolina</th>
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</thead>
<tbody>
<tr>
<td>Dates</td>
<td>2000 – 2004</td>
</tr>
<tr>
<td>Scope</td>
<td>Introduction, roll out and maintenance of recognition system using tangible rewards, to rejuvenate existing safety systems</td>
</tr>
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Dupont is well known in the safety world for the STOP behavioral safety process. At the core of the process is a series of observations, where the observer looks for safe behavior in the working patterns of the people he is observing. The observer then offers feedback to the person being observed on safe and unsafe behavior. The theory is that new attitudes towards safety will be developed in the long term, as a result of the observation and feedback process. The Dupont facility in Kinston, North Carolina, was a facility where the existing observation process was in need of re-vitalising. The use of a specific incentive programme designed by Bill Sims was introduced, to offer a more positive style of reinforcement for safe behavior. The programme ran for a period of three years, until the facility was sold to another company. During that time, there was a peak workforce of around 3500 staff on site. Lost time injuries were reduced to zero for a period of almost three years.

This was one of the many Dupont sites where Bill Sims Company has worked over the past 40 years with positive reinforcement.
Smartcard System™

WIIFM is answered. Yes
Tracks who gives PR+ to whom, and why...
Strategic, Not Magic

Smartcard System Protected by US and Global Patents
How do you get Voluntary Effort in the Moment of Choice?

How do you go beyond zero injuries?

How do you measure & manage positive reinforcement?
Onsite Greenbean Leadership Workshops
Bring the magic to your team!

“Best training of my life.” – Eaton CFO
Questions?
803-600-8325
bill@greenbeanleadership.com