

# How to implement a safety culture in an organization

Chair: Ulf Dennyholt

Presenter: Manny Rodriguez, Erik Matton, Fredrik Rosengren

# BBS

**Manny Rodriguez, MS, BCBA**

Co-Founder, Chief Motivating Officers  
Executive Director, The OBM Network  
Vice President, ACES



**SWEDISH ASSOCIATION FOR BEHAVIOR ANALYSIS**

**ANALYSIS**

Applied OBM Conference

AUGUST 17TH-18TH, 2018 IN STOCKHOLM, SWEDEN

OBM NETWORK

# The confusing part of BBS – not all that confusing, it's culture driven



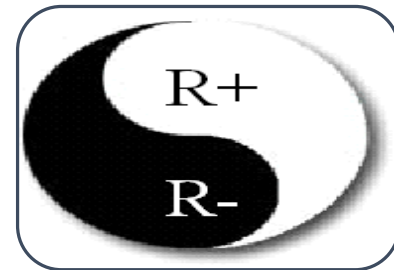
TRAINING



PINPOINTING  
BEHAVIORS



OBSERVATION  
PROCESS



FEEDBACK PROCESS



APPLICATION OF  
BEHAVIOR SCIENCE  
TOOLS



LEADERSHIP  
BEHAVIORS

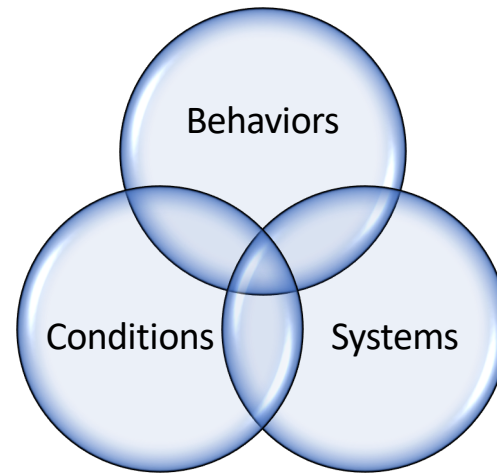


REINFORCEMENT



INTEGRATION WITH  
OTHER SAFETY  
PROCESSES (PSM,  
SHUTDOWNS)

# BBS 2.0



- *Risk and Hazard Driven*
- *Leadership Behaviors*



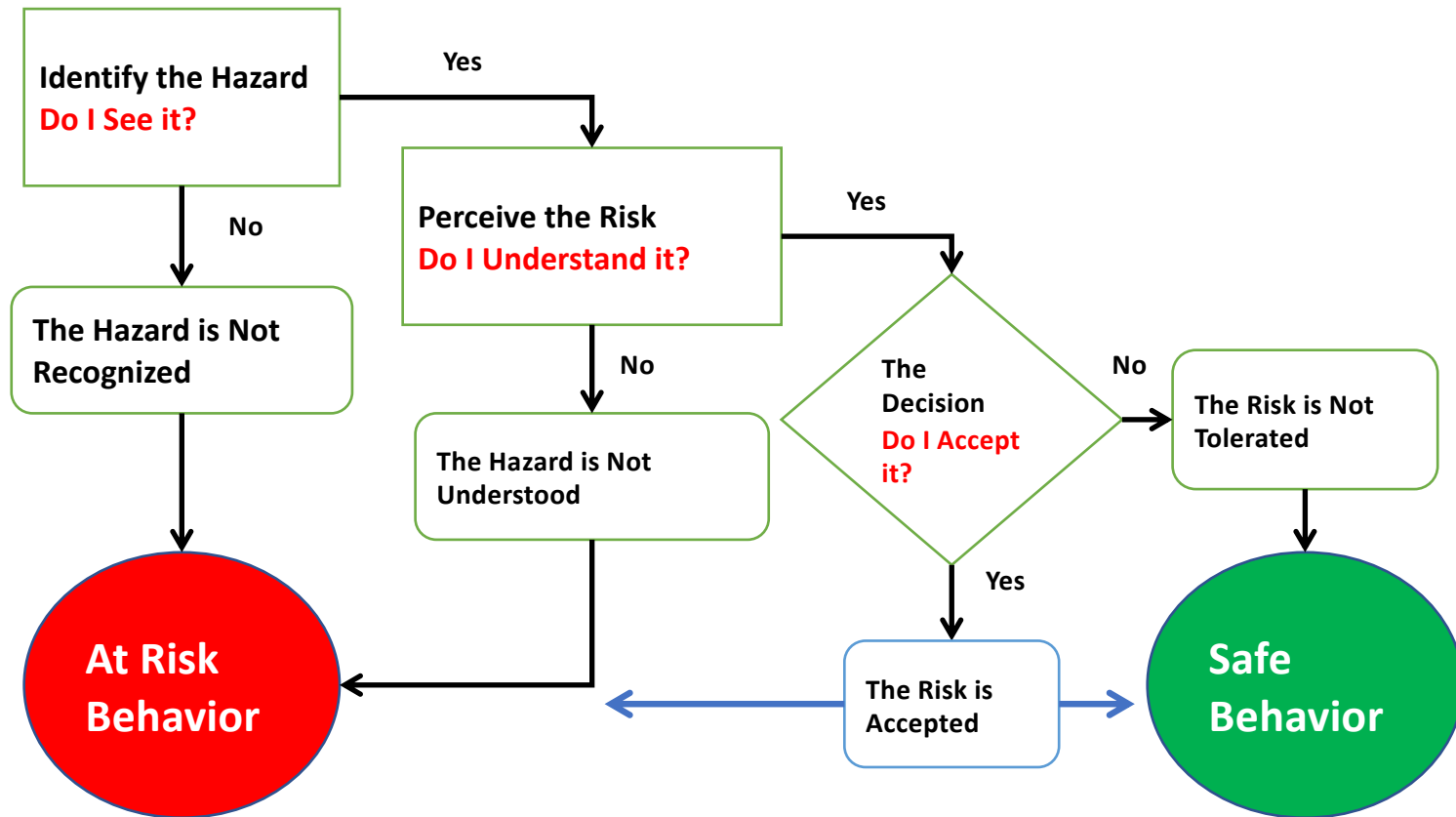
- *Housekeeping*
- *Tools and Equipment*



- *Following SOPs*
- *Hazard and Risk Assessments*



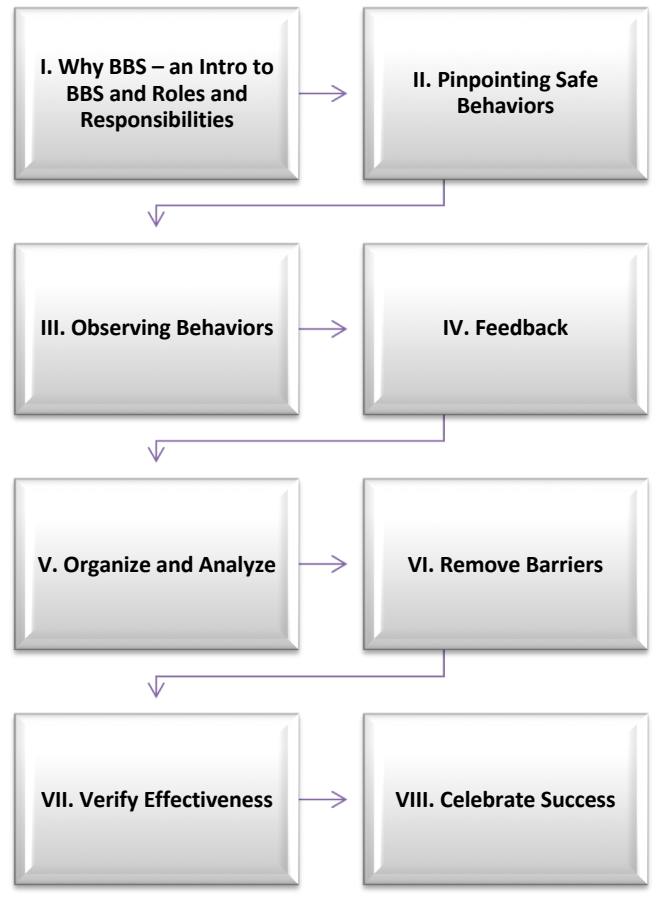
# Risk Tolerance Model in the Workplace



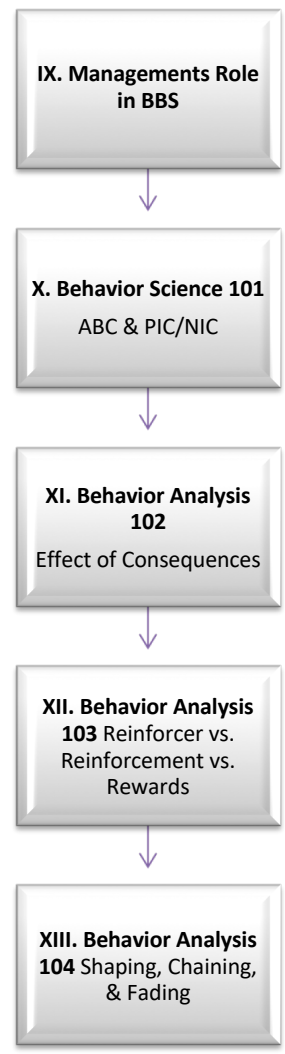
Original content retrieved from "Strategies for Understanding and Addressing Risk Tolerance," D.J. (Dave) Fennell, ExxonMobil Production Company. January 2011

CORE (Steering Committee)

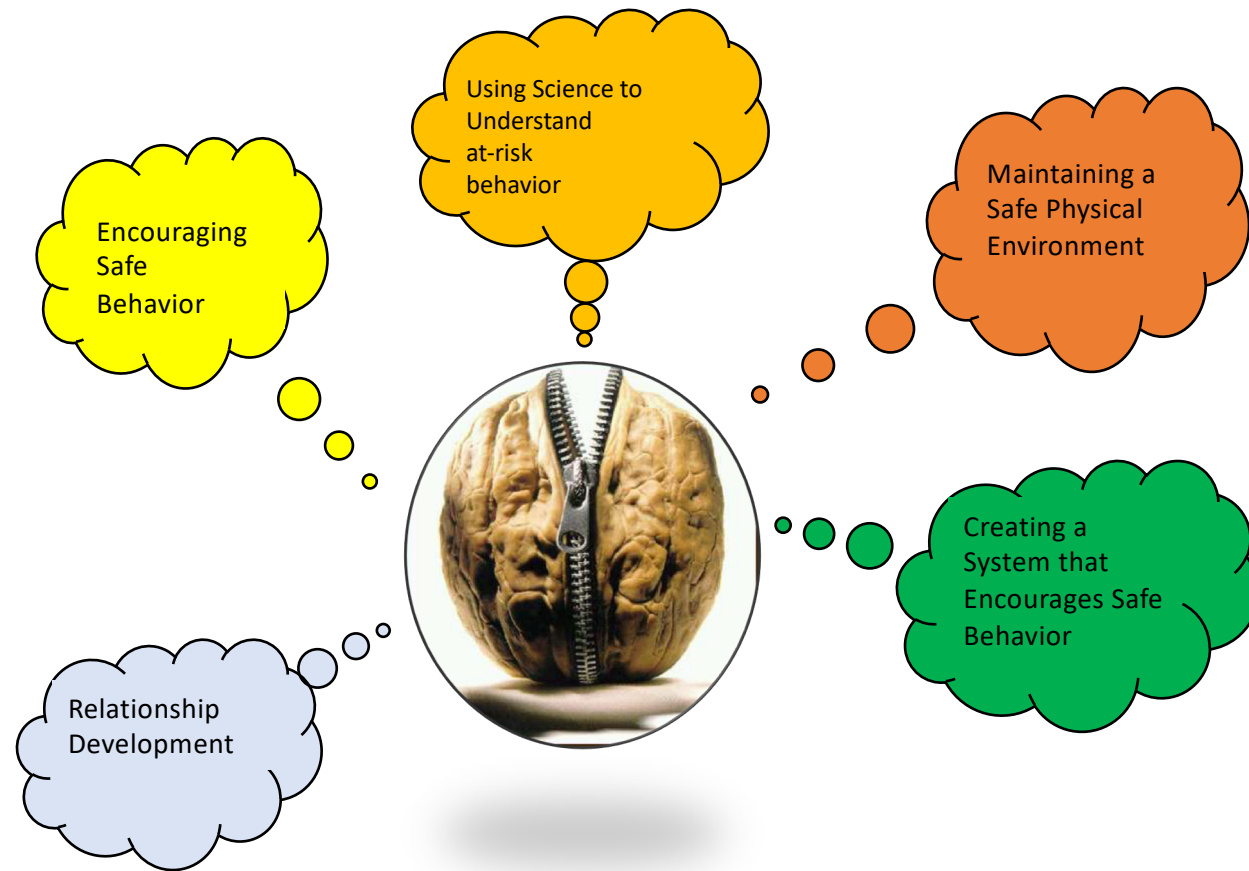
Observers



Advanced Topics



# The Manager's Role in BBS



*\*Extracted from Agnew and Daniels (2010). Safe by Accident? Take the Luck out of Safety. Leadership Practices that a Build Sustainable Safety Culture*