



The purpose of this webinar is to introduce behavior-based safety concepts, with the intent of creating an understanding what influences employees to change unsafe behaviors before an accident or injury happens.



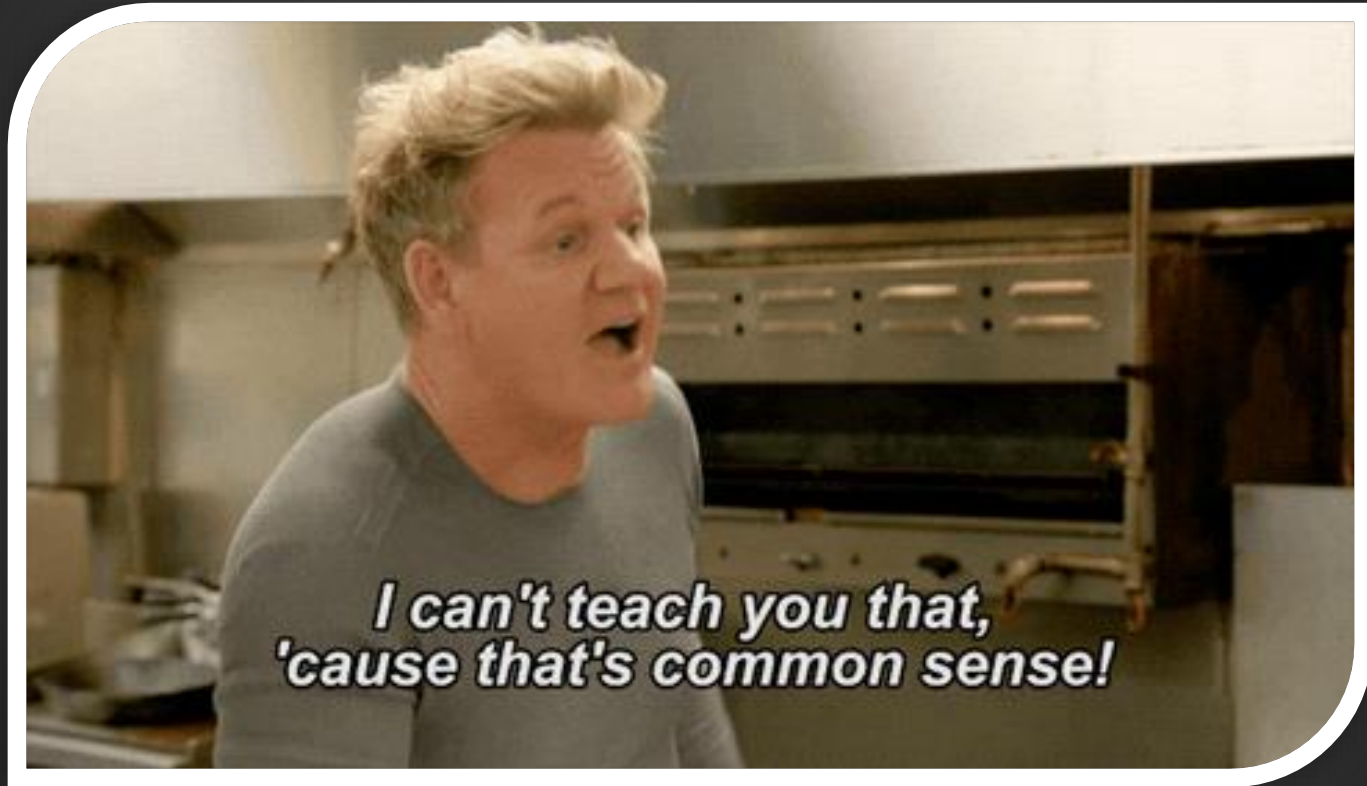
SAFETY FIRST

What Are Your Thoughts?

- Some Say YES Right Away!
- Others Feel Differently....
- Avoidance Of Pain Is A Basic Instinct For All!!



Typical Response . . .



*I can't teach you that,
'cause that's common sense!*

MAN CARD

FOR MANLY



MEN ONLY

THIS CARD CERTIFIES THAT YOU ARE A MAN.
GIRLY BEHAVIOR WILL RESULT IN REVOCATION.



Common Sense

- We Are Not Born With Common Sense.
- Common Sense Is Common Experience.
- Multiple Factors Play Into Common Sense

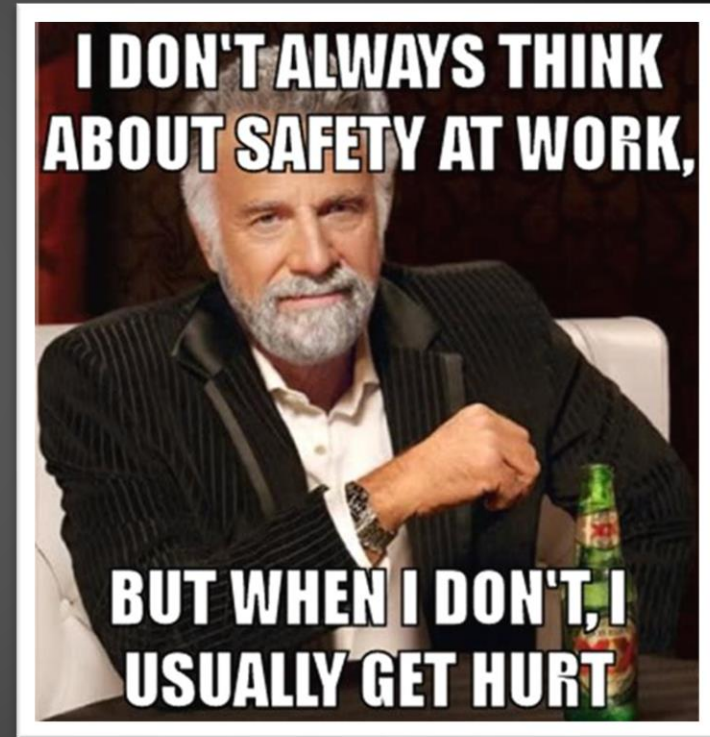
Common Sense & Safety

- All workers can prevent themselves from getting hurt.
- 80% of workplace accidents are caused by unsafe acts and not by unsafe conditions.
- It is up to you to ensure you are following safe work practices.



Common Sense & Safety

- People expose themselves to an excessive amount of risk to get the job.
- Most workplace incidents are caused by 4 simple states to error:
 - Rushing;
 - Frustration;
 - Fatigue; and
 - Complacency



N3L3 Philosophy

What is N3L3?

The Next 3 Seconds

May be the Last 3 seconds...

Before you have a:

- Life changing event or
 - Loss of life

New Approach To Safety

Protecting:

- Lives;
- Loved Ones; and
- Livelihood


3 Seconds At A Time!!



Your Thoughts Right Now?!?!?



N3L3 and ME



What a bunch of

N3L3 and ME



Most Important Seconds In Safety

Devote 3 seconds To:

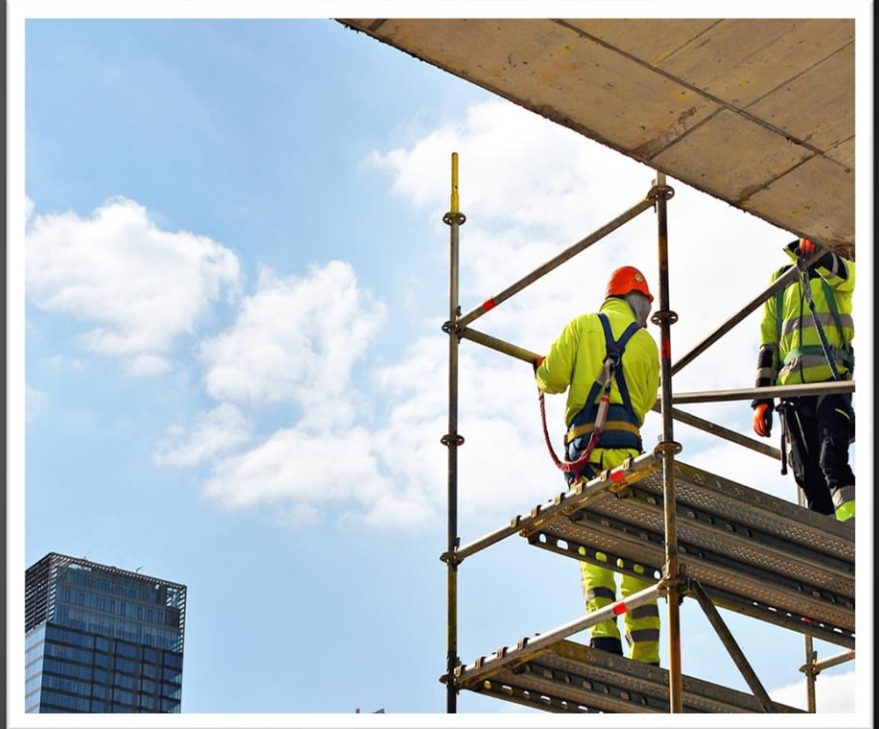
- Stop & assess before doing a task;
- Assess Surroundings / Exposures;
- and
- Avoid Fatal & Life Changing Events



What Do You See Here?



Getting Back To Basics!



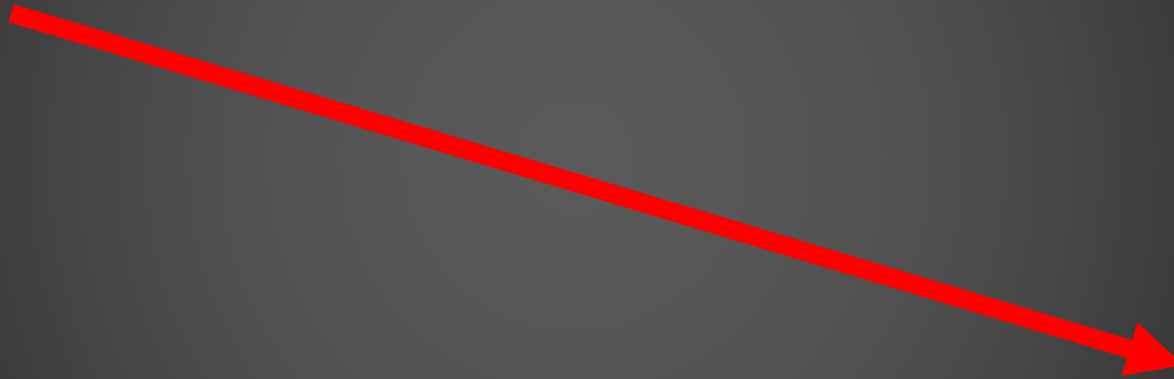
WHY N3L3?

Looking at the Past to Predict the Future



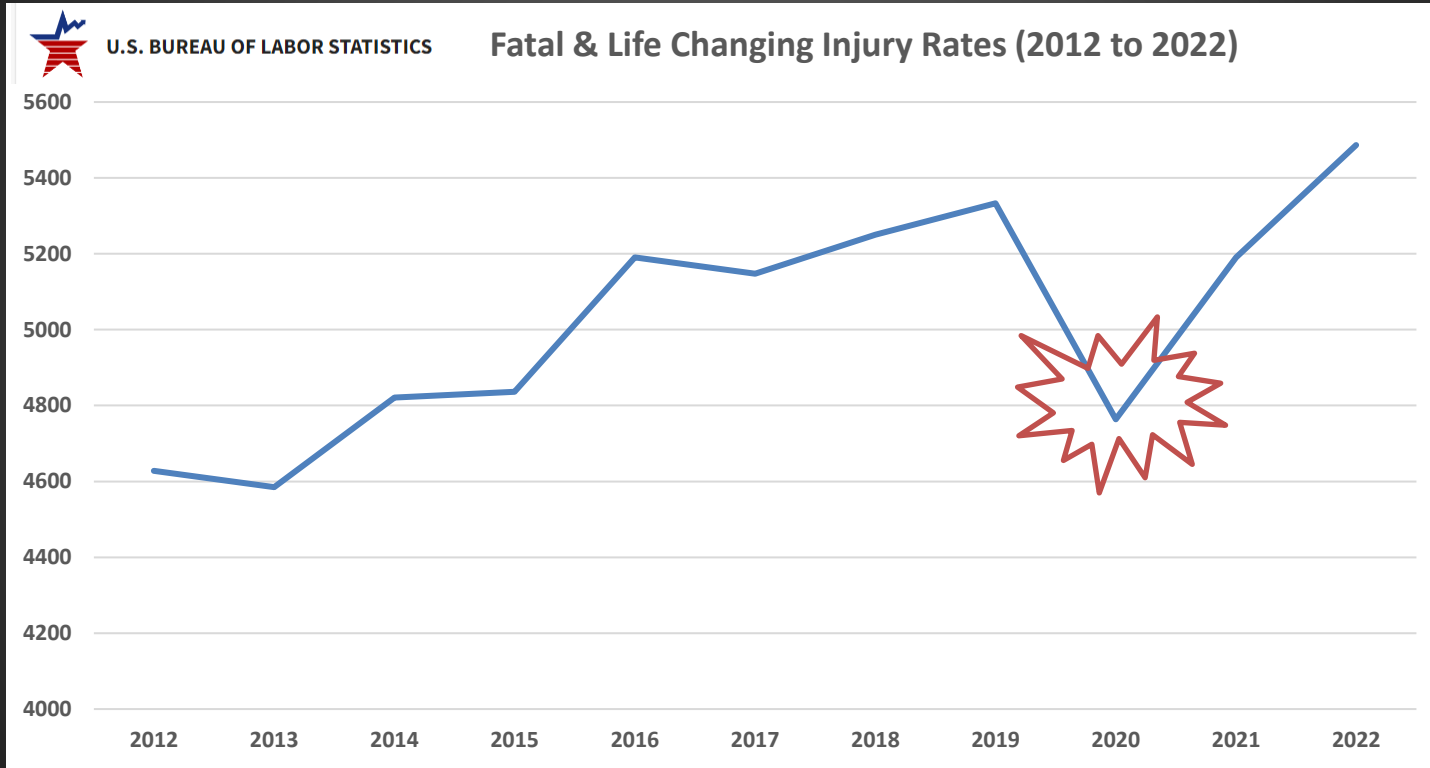
The Numbers

Non-fatal and less severe injury rates...



40 YEARS

Numbers Don't Lie!



**Traditional Compliance Approach
Is Not Having An Impact Here!**



Decisions The way we think...

- Let's look at an example of how the mind works and the way we think...



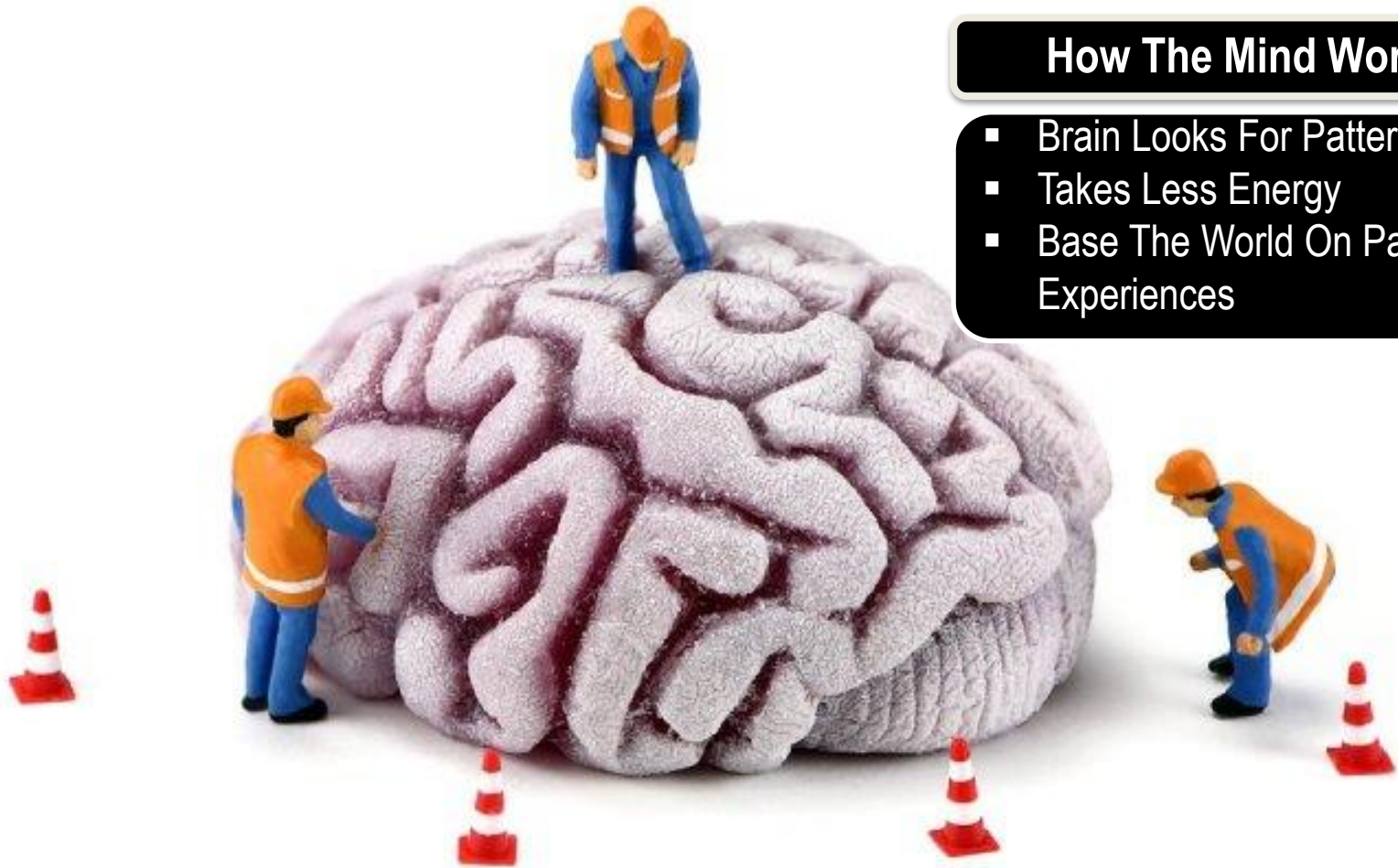
Mary's Mother Has Four Children:

- April;
- May;
- June; and
- ?????



How The Mind Works

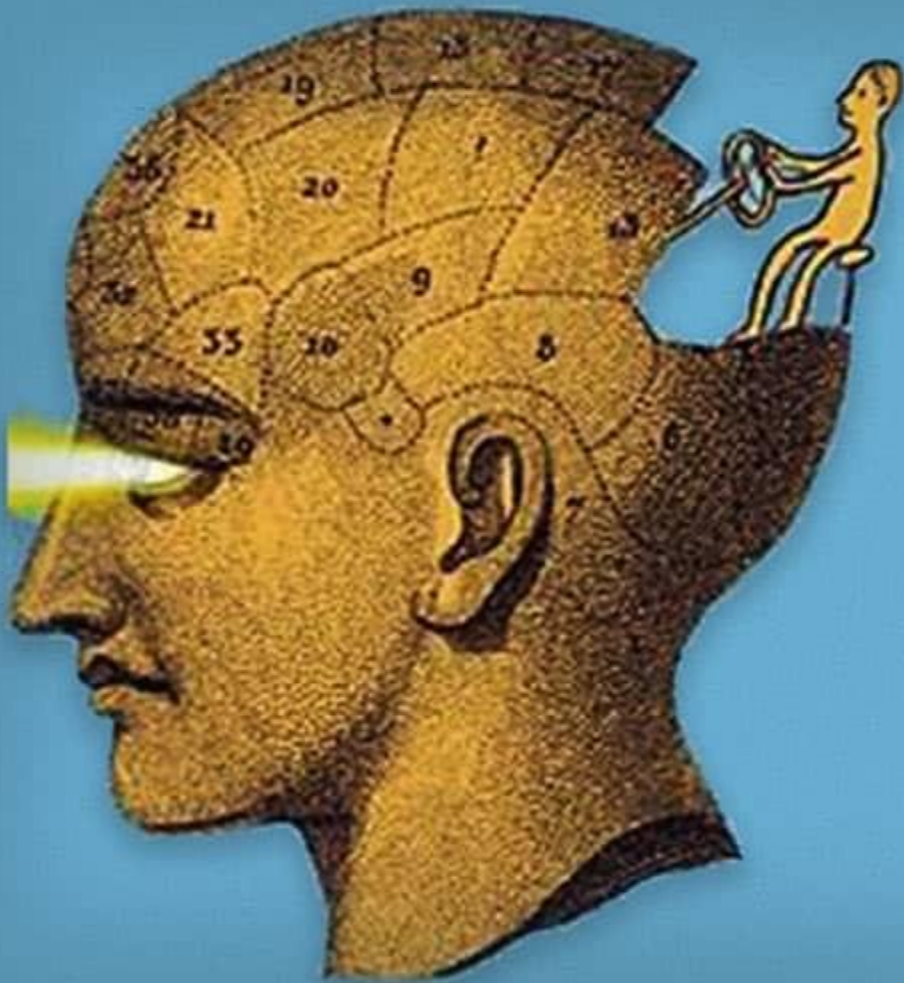
- Brain Looks For Patterns
- Takes Less Energy
- Base The World On Past Experiences



Take A Minute And Read The Slide

I don't believe that I could accurately describe what I was reading.

According to research at Cambridge University on the phonemic power of the human mind, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place.



Intuitive Thinking

- 90% Of The Thinking We Do Throughout The Day.
- Decisions Are Arrived At Without Conscious Thought.
- Reactionary Response Based Upon Past Experiences.



- 10% Of The Thinking We Do Throughout The Day.
- Facts Or Data Is Applied.
- Consequences / Outcomes Are Considered.

conscious thinking

The average human attention span

12
seconds
.....
in 2000



8
seconds
.....
in 2013



9
seconds
.....
goldfish



SAFETY

RISK

Perception Of Risk In MAY?





Perception Of Risk In NOV?



In Most Cases Unsafe Is The Most Logical Way To Act . . .

**We Are Fooled Into The Belief That Nothing Has Happened
Before, Therefore Nothing Will . . .**





People can be Mean...



Fatal & Life Changing Events

- Can Be Present In Any Work Activity Such As...
 - Unusual & Non-Routine Work
 - Non-Production Activities
 - Driving
 - Manual Materials Handling
 - Working At Heights



Stop The Show . . .

- Too Often Someone Knew Something Was Wrong.
- No One Spoke Up, Or No One Listened.

WORKING TOGETHER ON HEALTH AND SAFETY



EVERYONE WHO GOES TO WORK
COMES HOME HEALTHY AND SAFE

WORKSAFE

The Way Forward



- 3 Seconds To Stop, To Think, To Re-assess;
- 3 Seconds Before Performing A Task; And
- 3 Seconds To Positively Impact The Next 3 Seconds . . .

Questions, Comments or Concerns?

