



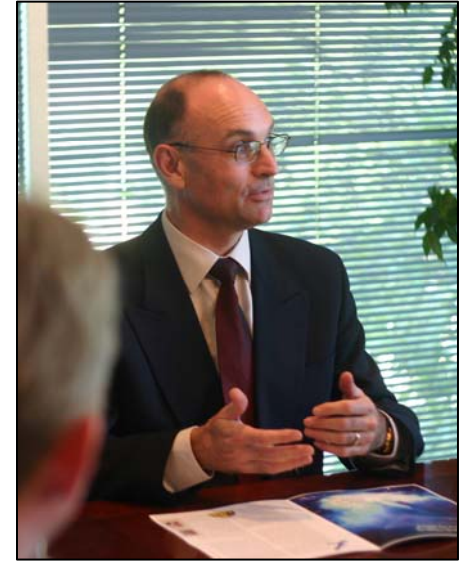
ACHIEVING A No HARM CULTURE

*Federal Railroad Administration
RRP Safety Summit
August 12, 2008*

Carmen Bianco – Executive Consultant

THE PERSPECTIVE OF THE SENIOR EXECUTIVE LEADER

- The strongest motive is broad culture change
- Fatalities are a primary issue
- Shareholder performance is a priority
- Cost is not usually the issue



BST PROFILE



● Locations ■ Integrated Solutions implemented Globally

BST helps clients achieve world-class safety performance by aligning their people, processes and metrics on reducing exposure in the workplace.

- Unprecedented client results
 - 150+ BST employees located around the world
 - Annual investment in R&D and innovation
-
- Headquarters in United States, with Regional Offices in UK, Switzerland, Brazil, Poland, Australia, Singapore, and South Africa
 - Projects at over 2,300 locations with over 7250 leaders in 58 countries and 27 languages (1/2 are at union represented locations)



Abbott Laboratories
Akzo Nobel
Alcan
ALCOA
American Airlines
Ameristeel
Arch Coal
AstraZeneca
BG&E
BASF Corporation
Bayer Corporation
BHP Billiton
Boeing Company

BPAmoco
BP Exploration
Bristol-Myers Squibb Company
BWXT Pantex
Cabot Corporation
Cargill, Inc.
Caterpillar, Inc.
Celanese
Chevron
ConocoPhillips Inc.
Duke Energy
ExxonMobil
FAA

General Electric
Gentek
GlaxoSmithKline
Goodyear
Hewlett-Packard Company
Honeywell International
ICI Paints
Intel Corporation
International Paper
Kimberly Clark Corporation
Lafarge
Lockheed Martin
Los Alamos National Laboratory
Lowe's Companies, Inc.
Mead Corporation
Motiva Enterprises LLC
NASA
Nestlé USA
Petro-Canada
Pfizer Inc.
PPG Industries, Inc.
Rohm and Haas
Smurfit Stone Container
Solutia, Inc.
U.S. Air Force
U.S. Marine Corps
Unilever
Wackenhut Services, Inc.
Westinghouse SRS
Xerox

FRA's RISK REDUCTION PROGRAM

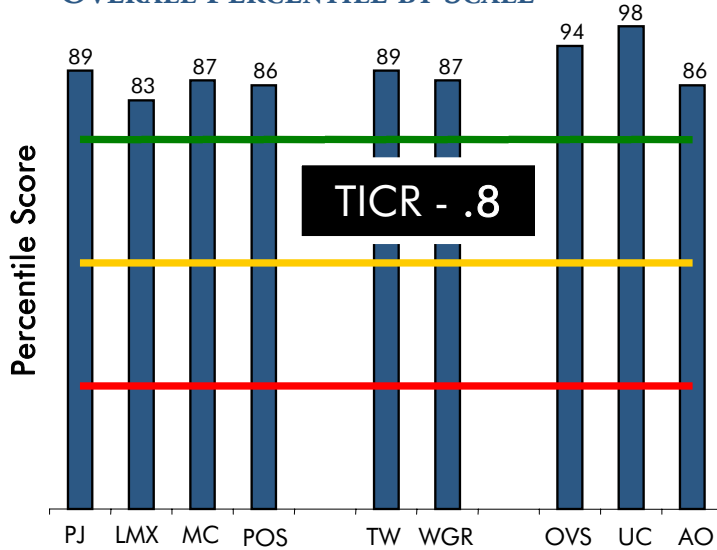
- Commitment and Engagement from all key stakeholders
- Voluntary, confidential, non-punitive participation
- Systematic and objective data gathering, analysis and reporting
- Problem solving and corrective action
- Creation of long-term sustaining mechanisms

BLUEPRINT FOR SAFETY TRANSFORMATION™

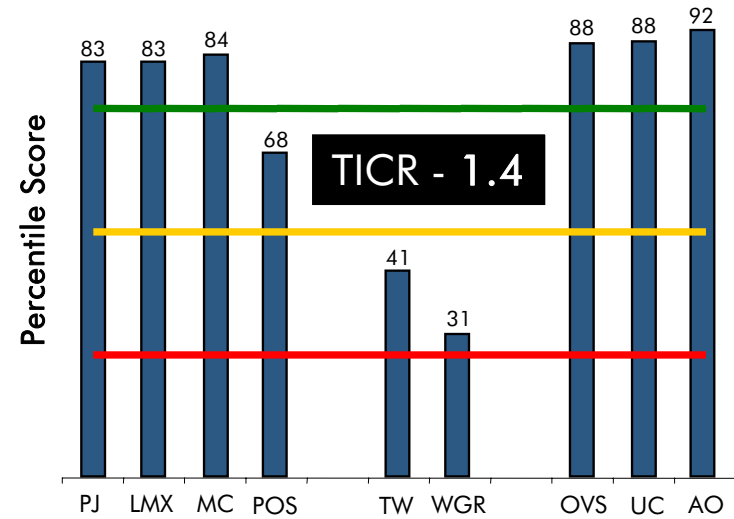


Blueprint for Safety Transformation is a trademark of Behavioral Science Technology, Inc.

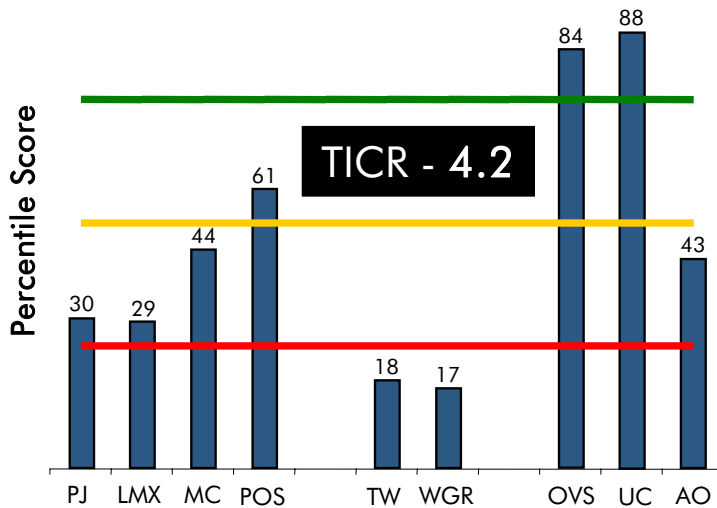
CASE STUDY – SITE A
OVERALL PERCENTILE BY SCALE



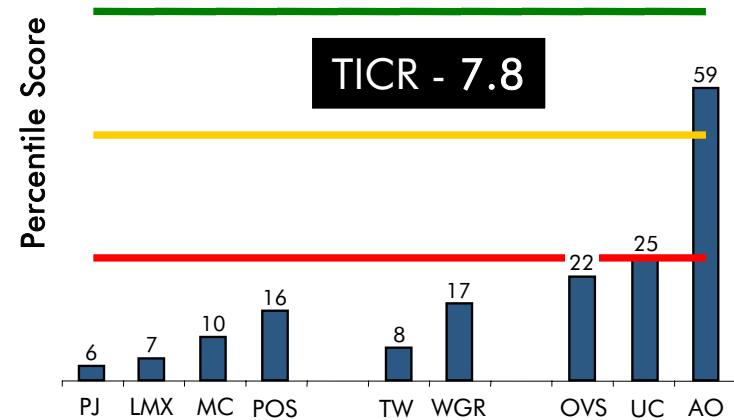
CASE STUDY – SITE B
OVERALL PERCENTILE BY SCALE



CASE STUDY – SITE C
OVERALL PERCENTILE BY SCALE

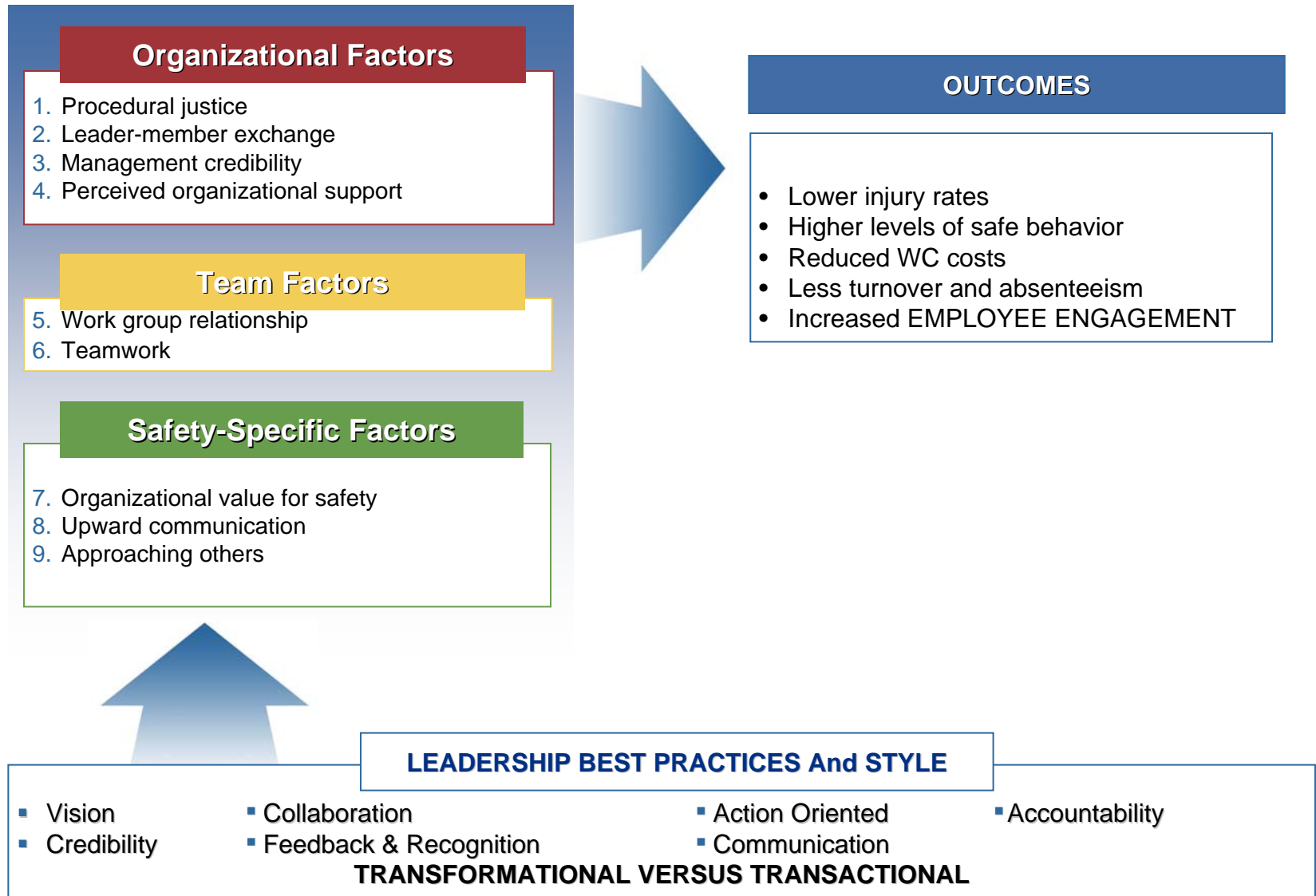


CASE STUDY – SITE D
OVERALL PERCENTILE BY SCALE

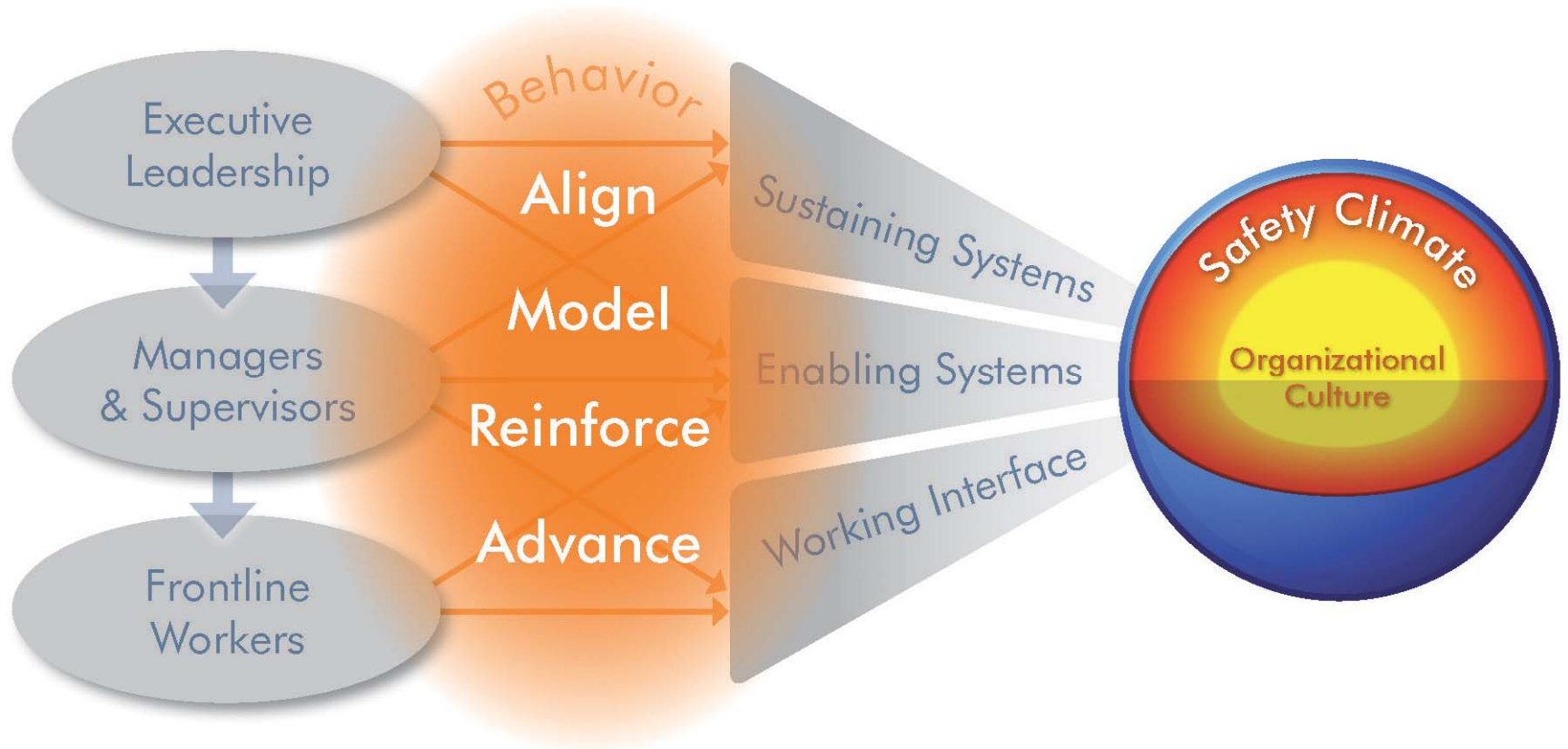


- Overall
- Upper Quartile (75th Percentile)
- Median (50th Percentile)
- Lower Quartile (25th Percentile)

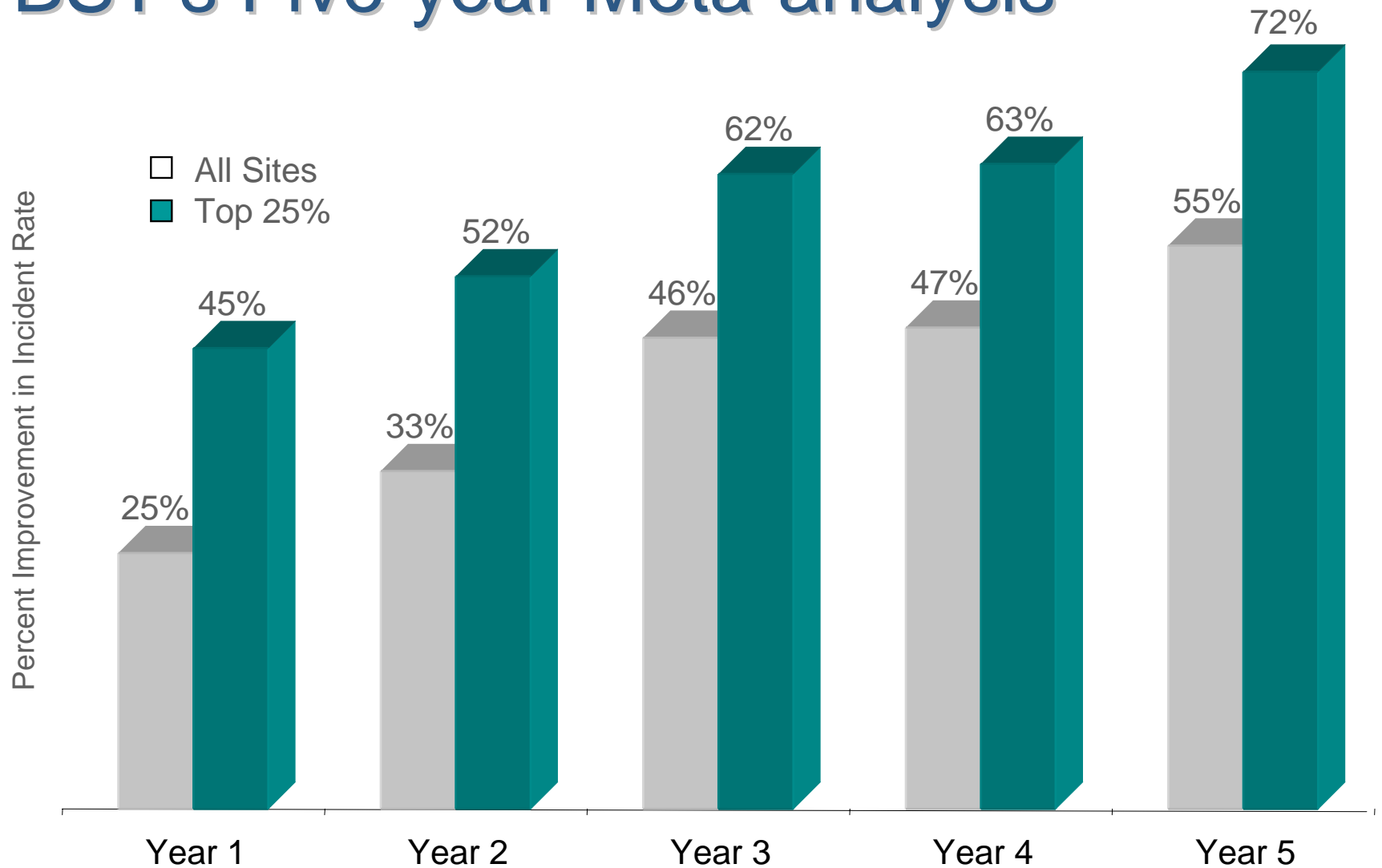
HOW DO LEADERS INFLUENCE CULTURE?



LEADING WITH SAFETY™ CHANGE MECHANISM



BST's Five-year Meta-analysis



Krause, Seymour, and Sloat, "Long-term evaluation of a behavior-based method for improving safety performance. A meta-analysis of 73 interrupted time series replications" *Safety Science*, Vd. 32, 1999, pp. 1-18

When strategy collides
with culture —
CULTURE always
wins

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