

Real Results in Safety

A sustainable World Class Safety Culture doesn't just happen. It goes beyond mere compliance of the rules and regulations; it engages your team to value and deliver safe operations. REACH Safety Performance Coaches align teams on the importance of properly utilising your Safety Management System and tools. As your safety culture is positively transformed, your operational efficiency benefits as well.

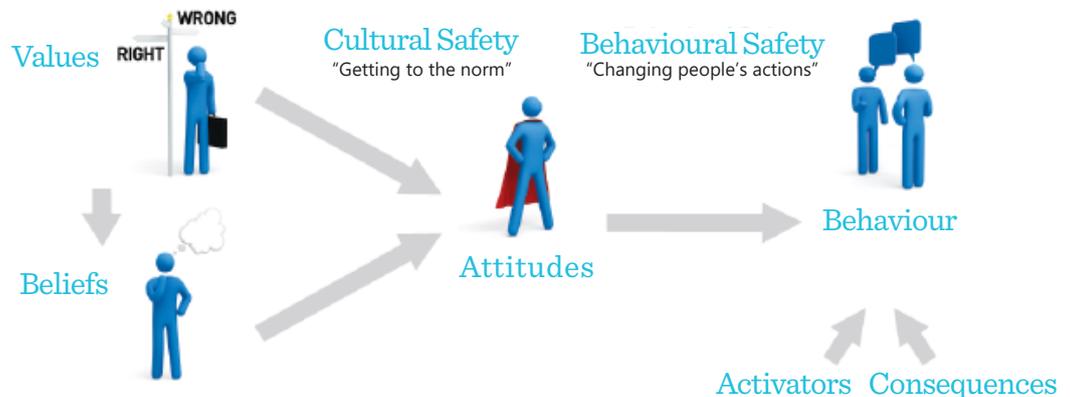
Working Towards a World Class Safety Culture.

The reasons for poor safety performance have many root causes. Lack of supervisors and even managers 'walking the talk', lack of understanding the importance behind Safety Management Systems, low accepted standards, fear of stopping a friend, communication issues, new personnel, lack of understanding by crews, and even by safety professionals as to why people have incidents all contribute to low safety performance. Commonly, teams focus on safety process or Behavioural Safety fixes. However, executives and managers striving to eliminate incidents, address the organisation's Values and Beliefs to get the job done safely and efficiently.

This is why REACH focus on all 6 Key Success Factors to a World Class Safety Culture (WCSC) and works on organisational Values (I must get the job done safely) and Beliefs (I am expected to get the job done safely). This results in a change of attitude (I will get the job done safely) and therefore the behaviour we desire. Many professionals work it backwards by telling crews the behaviours they expect, in hope this changes attitudes, then hoping for the values and beliefs desired. Unfortunately, that does not get an incident-free safety culture. Within a WCSC, teams reach an Interdependent level, where team members are made accountable for each other's safety. The result is a new attitude about safety with behaviours that create cultural change.

"The coaching style and industry background of our REACH Performance Coach allowed him to quickly engage the crew in the use of the company safety process, which resulted in a positive and immediate impact on the rig safety culture."

-Murphy Oil Company Rep



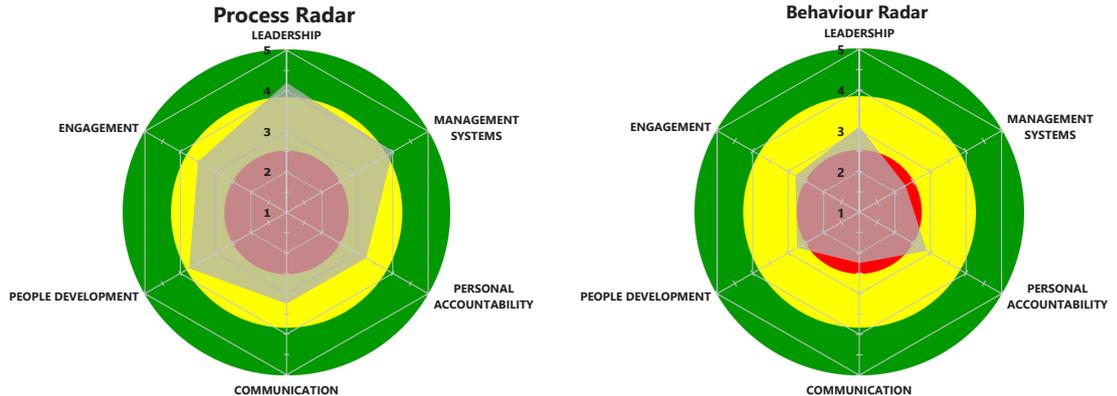


How does your team compare to WCSC in the 6 Key Success Factors?

There is risk in everything we do in the oil and gas industry. The management of those risks will determine the success of your Safety Performance programme. A WCSC Implementation assesses the current status of the six Key Success Factors and implements a plan addressing the opportunities to create a sustainable interdependent culture.

- Leadership
- Personal Accountability
- People Development
- Management Systems
- Communication
- Engagement

-  **DEPENDENT**
"I'm relying on you to make me safe."
-  **INDEPENDENT**
"I can keep myself safe."
-  **INTERDEPENDENT**
"We all look after each other to ensure everyone is safe."



An Assessment pinpoints existing safety culture from two different perspectives: Process and Behaviour. In this radar diagram, Process illustrates to what extent systems are in place and Behaviour depicts how well the Processes are being utilised. The organization is assessed against the 6 Key Success Factors and ranked to the three developmental levels: Dependent, Independent and Interdependent.

Benefits of a World Class Safety Culture.

REACH has conducted many WCSC implementations that support the conclusion that great operational performance and great safety performance go hand in hand. The same continuous improvement skills of effective planning, thorough execution, measuring performance and learning, apply equally to safety and operations.

Real Metrics.

In a cultural transformation, qualitative elements are just as important as quantitative elements. After implementing a WCSC program, you can look forward to significant and sustained:

- Improvements in leading and lagging indicators
- Increased accountability for safety
- Improved quality and frequency of safety conversations
- Interdependent safety behaviour
- Improved safety performance culture

REACH provides real results that are agreed upon up-front with you through established goals, objectives and Key Performance Indicators (KPIs) for each WCSC Implementation. A REACH WCSC programme will generate real accountability for Real Results.

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