

BRANTA SAFETY LEADERSHIP DEVELOPMENT PROCESS

OUR PROCESS

THE SAFETY RESULTS PRODUCED ARE DRIVEN BY THREE CRITICAL ELEMENTS OF SUCCESS: OUR VALUES, OUR BEHAVIORS AND OUR CULTURE.

RESULTS! EVERY ORGANIZATION STRIVES TO PRODUCE RESULTS. QUANTIFIABLE RESULTS MEASURED IN A MULTITUDE OF WAYS.

Some organizations achieve those results and others miss the mark. Safety, just like productivity and quality, is a result and one of the more difficult ones to produce on a consistent basis. Our Safety Leadership Development process looks at how the safety results produced are driven by three critical elements of success: our values, our behaviors, and our culture.

Although the concepts, content, and implementation of the process are customized for each client, the three main objectives are consistent:

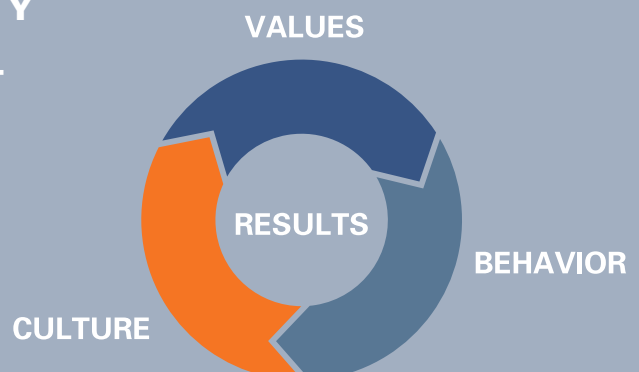
- **ALIGN THE LEADERS AROUND A COMMON DEFINITION OF SUCCESS,**
- **CREATE A SHARED LEADERSHIP LANGUAGE AND SKILL SET, AND**
- **INCREASE THE AMOUNT AND EFFECTIVENESS OF FEEDBACK OCCURRING WITHIN THE PROGRAMS ALREADY IN PLACE.**

The process is not another 'Program of the Month,' it's about helping leaders become more effective so we can consistently produce safety results through others.

THE PROCESS STARTS WITH SAFETY LEADERSHIP DEVELOPMENT WORKSHOPS LED BY RODNEY GRIEVE.

The workshops are a successful launching point for the development of key people leaders. However, it's critical to implement a follow-up process to ensure that the discoveries made and the skills developed in the sessions are integrated into the culture. Built into the sessions are follow-up opportunities for internal leaders. To support these objectives, the process also includes individual Catalyst Sessions for each participant with Rodney Grieve.

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WHY BRANTA?

THE RESULTS

- **Proven Results:** The BRANTA approach has been successfully implemented at organizations across the globe and in all types of industries.
- **Operational Impact:** The process does not ask your front-line leaders to do more; it helps them do what they are doing more effectively in order to produce better results.
- **Consistency:** All the work with BRANTA is conducted by Rodney Grieve so the message is consistent each and every time. This consistency allows for relationship building and extremely high levels of trust in the Safety Leadership Development process.
- **Applicability:** Each workshop is customized to the organization's needs and each Catalyst Session is customized to the individual's needs, so the participants are working on issues particular to their operations. Although focused on safety results, more effective leadership will positively impact all aspects of the business.
- **Value:** Since the process is based on leadership development and typical engagements last 8 to 12 months, it is not a program that requires annual purchases to sustain nor is it just a one-time motivational speech.

WHEN ASKED WHAT SAFETY SUCCESS LOOKS LIKE, ONE CLIENT'S CEO RESPONDED:

"We will know we are getting to our goal when every employee thinks about their behavior before acting to ensure it will be safe and feels comfortable getting suggestions from or giving suggestions to fellow employees to ensure their safety also." We believe that in creating this type of culture, the 'safety numbers' will improve as well.

Although every organization is different and the implementation varies based on factors such as location, size, organizational structure and operational rhythm, the following results show what is possible with the BRANTA approach and a culture of success.

• INDUSTRIAL SERVICES COMPANY WITH OVER 1,200 EMPLOYEES WORKING OUT OF 12 LOCATIONS THROUGHOUT THE WESTERN US:

By implementing a Safety Leadership Development process, they experienced a 36% reduction in total incidents and a 93% reduction in annual safety-related liability costs.

• MINERALS MINING AND PROCESSING COMPANY WITH 800 EMPLOYEES OPERATING IN FOUR COUNTRIES (SWITZERLAND, BELGIUM, CANADA, AND NAMIBIA):

In less than a year of implementing the BRANTA Safety Leadership Development process, they have experienced a 54% reduction in OSHA recordable injuries.

• MANUFACTURING FACILITY WITH 300 EMPLOYEES IN CENTRAL PENNSYLVANIA:

While working with BRANTA, they experienced a 59% reduction in OSHA recordable injuries over the previous year.

• GENERAL CONTRACTOR WITH 300 SELF-PERFORM EMPLOYEES THROUGHOUT TEXAS:

Since engaging Rodney, they realized a significant reduction in both the frequency and severity of all claims. Their incident rate is consistently 70% lower than the national average with an EMR of .64, one of the lowest in the construction industry.

Their total incident rate (including injuries and property damage) dropped more than 44% resulting in both short-term and long-term cost savings for the company.

• MODULE HOME MANUFACTURER WITH 150 EMPLOYEES IN SOUTHERN CALIFORNIA:

After working with Rodney, they went more than 2,300 days without a loss time injury.

• PULP MILL OPERATOR WITH 2,000 EMPLOYEES IN SOUTHEAST US:

Two years after the first BRANTA workshop, the leaders produced the safest year in company history while their share price grew by more than 30%.

For an understanding of the human and organizational impact of the Safety Leadership Development process, we would be happy to provide specific references.

THE WORKSHOPS

BRANTA Safety Leadership Development Process begins with workshops led by Rodney Grieve. The workshops are customized for each client and often include modules such as the following:

- **The Role of A Leader: Values/Behaviors/Culture**
- **Collaboration & The Language of Safety**
- **Building Trust: Incident Analysis**
- **Introduction to Situational Leadership® for Safety Leaders – Diagnosing**
- **Introduction to Situational Leadership® for Safety Leaders – Flexibility**
- **Engaging Your Employees: Listening & Feedback**
- **Continuous Improvement: Developing Feedback**
- **Safety Conversations: Redirecting Feedback**

The workshops are conducted with groups of 12 to 20 participants. Each participant is provided with materials to facilitate the learning and retention process.

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In addition to the participant materials for the workshops, each registered participant will receive copies of Rodney's two books: *Defend Your Profits* and *SOAR*.



Defend Your Profits: Safety Tools for Bottom Line Improvement

Rodney Grieve dispels the myths about traditional safety programs while presenting effective tools to move from profit-eating compliance programs to profit-saving improvements. Designed to help the business leader collect the information needed to make sound financial decisions, the tools in *Defend Your Profits* will help you create a safer work environment, give you more time to focus on business and more control over your future.



SOAR: A Gate-to-Gate Journey of Leadership Essentials

The authors distill effective leadership down to fundamental learned behaviors in a fun, easy-to-read story. From departure to arrival, *SOAR* is full of simple, relevant, and applicable skills that will make you a more effective leader.

PARTICIPANTS

THE PROCESS IS DESIGNED FOR ALL LEVELS OF ORGANIZATIONAL LEADERSHIP FROM THE OWNER TO THE FIRST-LINE SUPERVISOR.

SUPPORT

To solidify the learnings and engrain the language, skills, and tools into the operating culture of the organization, both internal and external support is needed.

To assist in the internal support, senior leaders will be provided with follow-up sheets so they can meet with each participant about their personal learnings and challenges.

For the external support, participants will have unlimited email access to Rodney as well as three Catalyst Sessions via phone once the workshops are completed.

PRICING

For pricing on this unique approach to Safety Leadership Development, contact Rodney Grieve at rodney@branta.com or at 916-487-1919.

RODNEY GRIEVE



Rodney is the founder of **BRANTA Worldwide**, author of the best-selling ***Defend Your Profits: Safety Tools for Bottom Line Improvement*** and co-author of ***SOAR: A Gate-to-Gate Journey of Leadership Essentials***. He is an internationally recognized speaker on the role of leadership in producing safety results. Rodney has over 20 years of industry and consulting experience helping organizations, teams, and individuals create their culture of success.

Since 2000, Rodney has facilitated Safety Leadership Development sessions with clients ranging from high tech to waste management, construction to food packaging, heavy equipment manufacturing to industrial services. As a result, he has developed the delivery style and content to be effective anywhere in the organizational structure. Rodney has worked with thousands of leaders, from front-line supervisors to senior executives, throughout North America, Europe, Asia, and Africa. His programs have been successfully delivered in English, French, and Italian.

For almost two decades, Rodney has helped leaders realize that by aligning around a common definition of success and developing a shared leadership language and skill set, we can increase the amount of and effectiveness of the feedback we give each other. And feedback is the only way we know if our impact is matching our intent. It is the only way we know if we are delivering results.

For the first 10 years of his career, Rodney held management positions in the hazardous waste and industrial services sector. Prior to starting BRANTA in 2000, he was the Western Regional Director of Safety for Philip Services Corp., a multi-national industrial services and hazardous waste company. In this role, he was responsible for the safety, health, and well being of over 1,200 employees in nine states and two provinces. Frustrated by the results produced by a rules-driven approach, he started focusing on leadership and communication skills with his front-line supervisors. This change in approach led the Western Region to significant reductions in total incidents and annual safety-related liability costs.

Rodney possesses a Master Degree in Environmental Policy and Management from the University of Denver and a Bachelor of Sciences Degree from Cal Poly San Luis Obispo. He is a Certified Facilitator in Situational Leadership® II with The Ken Blanchard Companies. He was formerly a Certified Instructor for the Dale Carnegie Organization.

Rodney lives in Sacramento, California with his wife Darcy, an elementary school teacher. They have two children, Hudson and McKinley, who are both successful collegiate student athletes. When not on the road, he enjoys spending time with his family, gardening, watching soccer, exercising, and doing small construction projects around the house.



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