MERCURY

Behavior-Based Safety (BBS) Training Course

8 – 12 August 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Behavior-Based Safety (BBS) Training Course

Ref: 16238_1069622 **Date:** 8 – 12 August 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction to the Behavior-Based Safety BBS Training Course:

Behavior-Based Safety BBS is a proactive safety approach that focuses on human behavior as a key factor in preventing workplace incidents. This Behavior-Based Safety BBS course helps participants understand the psychology behind unsafe actions and how to replace them with safe behaviors. It emphasizes observation, feedback, and reinforcement techniques that promote a strong safety culture.

Participants will learn how to design and implement BBS programs tailored to their organizational needs. The Behavior-Based Safety BBS program addresses real-world applications in high-risk environments, encouraging collaboration between employees and leadership to mitigate risks. It highlights the crucial role of human behavior patterns in daily operations and incident prevention.

Through practical tools and proven methodologies, this Behavior-Based Safety BBS training course aims to shift the mindset from reactive to proactive safety practices. Professionals will lead behavior-driven safety initiatives that enhance performance and reduce incidents, influencing individual and collective behavior, driving cultural change, and embedding safety into their organizational DNA.

Targeted Groups:

This Behavior-Based Safety BBS training course targets professionals seeking specialized knowledge and skills:

- Safety officers and HSE professionals.
- Operations and production supervisors.
- Maintenance and plant managers.
- Risk and compliance officers.
- Quality assurance and control personnel.
- Occupational health professionals.
- Team leaders and frontline supervisors.
- Employees are involved in safety observation programs.
- Safety auditors and internal inspectors.
- Professionals aiming to reduce workplace incidents.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Course Objectives:

Participants will achieve the following objectives by completing the Behavior-Based Safety BBS course:

- Understand the core principles of behavior-based safety.
- Identify behavioral patterns that lead to unsafe acts.
- Examine the influence of human behavior on risk perception and safety decision-making.
- Develop observation and feedback techniques to influence behavior.
- Evaluate the current safety culture and identify areas for improvement.
- Design BBS programs aligned with organizational goals.
- Apply communication strategies to promote safe practices.
- Facilitate employee engagement in safety initiatives.
- Measure behavioral changes and track performance indicators.
- Solve safety challenges using practical tools and analytics.
- Promote leadership commitment to safety through consistent and effective behaviors.
- Apply corrective actions based on behavioral data.
- Reduce injury rates by promoting proactive safety behaviors.
- Establish peer-to-peer coaching mechanisms.
- Reinforce positive behavior through recognition systems.
- Translate BBS insights into daily safety performance metrics.

Targeted Competencies:

Participants will gain the following competencies during the Behavior-Based Safety BBS program:

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Behavioral observation and analysis.
- Risk assessment based on human factors and behavior.
- Communication and feedback skills.
- Program design and implementation.
- Performance monitoring and data interpretation.
- Change management in safety culture.
- Influencing team behavior through coaching.
- Root cause analysis for behavioral incidents.
- Leadership in behavior-driven safety initiatives.
- Conflict resolution in safety interventions.

Course Content:

Unit 1: Foundations of Behavior-Based Safety:

- Definition and evolution of BBS in industrial settings.
- Differences between traditional and behavior-based safety.
- Psychological drivers of unsafe behavior.
- Understanding the influence of human behavior on risk exposure and safety performance.
- The ABC model: Antecedent-Behavior-Consequence.
- Safety culture vs. safety climate.
- Key components of a successful BBS program.
- Common myths and misconceptions about BBS.
- Case studies demonstrating the impact of BBS.
- Legal and ethical considerations in BBS implementation.

Unit 2: Observation Techniques and Feedback Delivery:

- The importance of observation in identifying risk behaviors.
- Linking observable actions to underlying human behavior patterns.
- Designing observation checklists and tools.
- Conducting effective behavioral observations.
- Techniques for real-time corrective feedback.
- Using positive reinforcement to drive behavior change.
- Handling resistance and negative responses.
- Observation frequency and its impact on results.
- Confidentiality and respect during observations.
- Best Practices for Observer Training and Evaluation.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 3: Designing and Implementing a BBS Program:

- Assessing readiness for BBS adoption.
- Setting up safety behavior benchmarks and KPIs.
- Creating BBS policies and standard operating procedures.
- Integrating BBS into existing safety systems.
- Selecting and training observation teams.
- Managing BBS communication channels.
- Aligning BBS goals with organizational strategy.
- Implementing pilot programs for feedback loops.
- Developing recognition and reward systems.
- Ensuring that human behavior insights inform program design and reinforcement mechanisms.

Unit 4: Measuring Effectiveness and Driving Continuous Improvement:

- Key performance indicators in behavior-based safety.
- Data collection and interpretation from observation reports.
- Analyzing trends and identifying improvement areas.
- Linking BBS data with incident rates and root causes.
- Using dashboards to present safety behavior metrics.
- Continuous improvement through Plan-Do-Check-Act PDCA.
- Engaging management in program reviews.
- Addressing program fatigue and sustaining interest.
- Integrating lessons learned into future BBS actions.
- Utilizing behavioral data to drive targeted safety improvements.

Unit 5: Leadership and Cultural Change in Behavior-Based Safety:

- Role of leadership in BBS adoption and success.
- Leading by example: modeling safe behavior.
- Building a culture of accountability and ownership.
- Training managers to support BBS initiatives.
- Communicating vision and purpose effectively.
- Empowering teams to take responsibility for safety.
- Shifting from compliance to a commitment-based culture.
- Recognizing cultural differences in behavioral interpretation.
- Overcoming organizational resistance to behavior change.
- Embedding safety into leadership habits through understanding human behavior.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Final Insights & Key Takeaways:

Behavior-Based Safety BBS offers a proven approach to reducing workplace incidents by emphasizing behavior modification and human behavior analysis as core strategies. This training equips participants with practical tools and techniques to design, observe, and sustain impactful safety behaviors. It encourages a proactive mindset, empowering individuals at all levels to take ownership of safety outcomes. A well-executed BBS program not only improves safety but also drives organizational excellence by placing human behavior at the heart of sustainable performance.