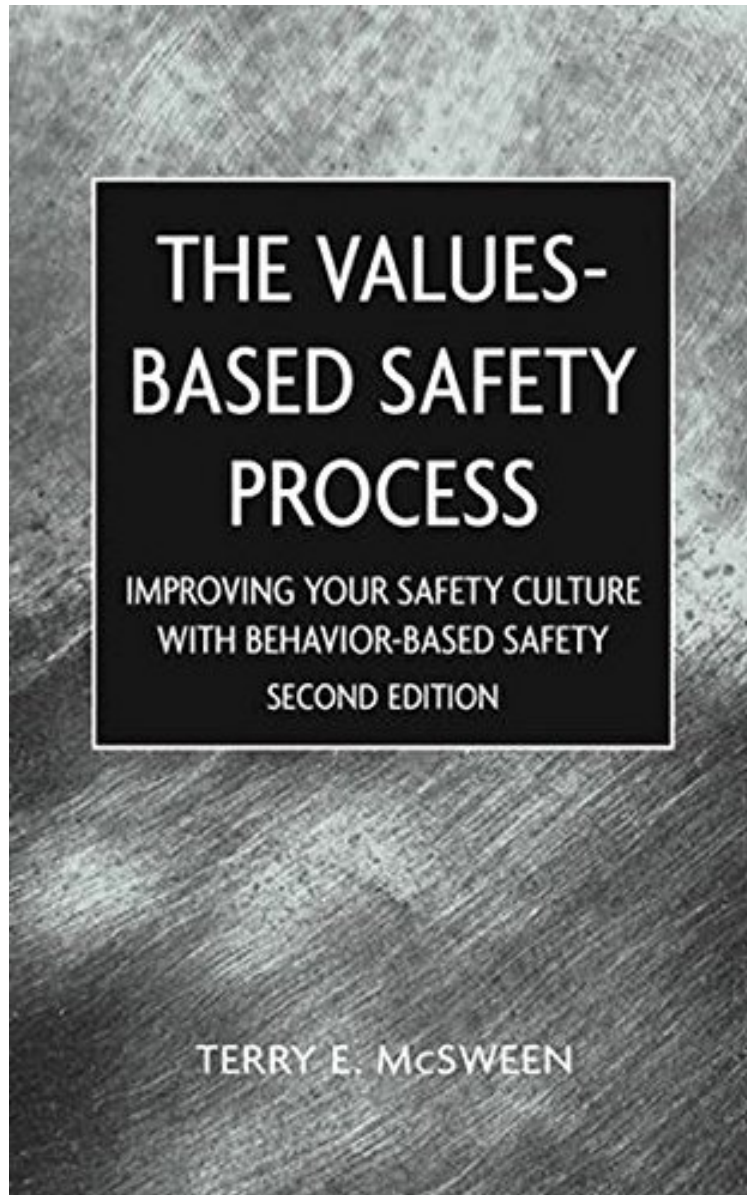


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Values-Based Safety Process: Improving Your Safety Culture With Behavior-Based Safety

Terry E. McSween

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Behavior-Based Safety, based on the work of B.F. Skinner, includes identifying critical behaviors, observing actual behaviors and providing feedback that lead to changed and improve behavior. The Values-Based Safety Process: Improving Your Safety Culture with a Behavioral Approach, Second Edition provides a concise and practical guide for implementing a behavior-based safety system within any organization. Includes two new chapters on hot topics in behavioral safety, isolated workers, and the role of leadership in supporting behavioral safety. Updated examples of the observation checklist.

Idquo;...application of behavioral science to safety is stressed throughout the text....the overall value the book in promoting behavioral safety.rdquo; (Chemical Health Safety, November/December 2003) From the Back Cover A concise and practical guide for establishing safety in the workplace The values-based safety process uses a behavioral science approach to create ground rules for the types of interpersonal relationships preferred by an organization. Now in its second edition, The Values-Based Safety Process will provide readers with all the basic tools and step-by-step procedures needed to design and implement an effective, ongoing behavioral safety approach that is tailored to fit any company. With the help of new case studies, updated examples, and six new chapters, Terry McSween will demonstrate how to: Conduct a safety assessment using a simple five-step plan Establish mission, values, and milestone targets Develop feedback and involvement guidelines Implement and maintain the behavioral safety process Create a serious-incident prevention process Managers, supervisors, safety professionals, and employees who participate in safety functions in the nation's industrial manufacturing and processing plants will find Terry McSween's book to be an essential working reference. It will show how to develop processes that will dramatically improve safety, boost worker morale, reduce on-the-job injuries, and strengthen any company's bottom line.

About the Author Terry E. McSween, PhD, is President and CEO of Quality Safety Edge, a company that specializes in the application of behavioral technology to create employee-driven safety and quality improvement efforts. He is also an active member in several business and professional organizations, including the Board of Trustees for the Cambridge Center for Behavioral Studies, the Association for Behavior Analysis, the American Society for Safety Engineers, and the Texas Association for Behavior Analysis.