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The miracles of science™

**THE DUPONT INTEGRATED APPROACH (DnA)  
FOR SAFETY: A CATALYST TO ACCELERATE  
PERFORMANCE**

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## THE DUPONT INTEGRATED APPROACH (DnA) FOR SAFETY: A CATALYST TO ACCELERATE PERFORMANCE

Your organization already has safety rules, safety professionals and a system to manage safety, so how do you now drive for better safety performance?

DuPont Sustainable Solutions suggests an enhanced, holistic approach; one that involves every individual in your organization and introduces safety as an intrinsic value for everybody.

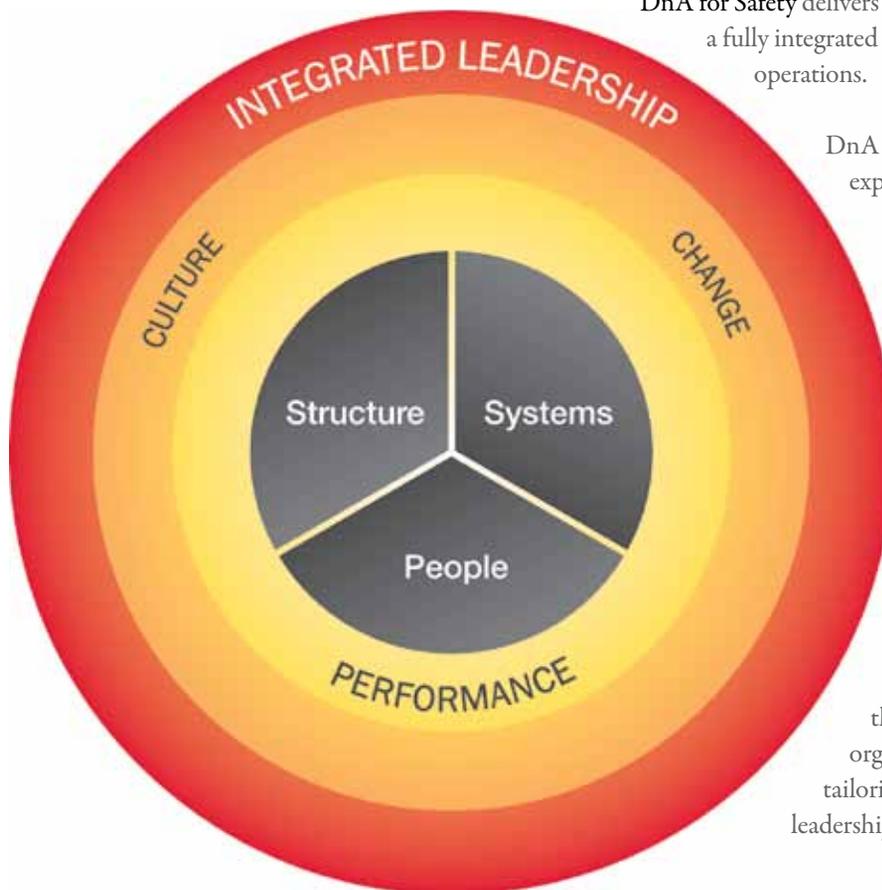
### THE DUPONT INTEGRATED APPROACH (DNA)

DnA for Safety delivers stronger safety management capability, as a fully integrated component of your business strategy and operations.

DnA for Safety builds on over 208 years of DuPont experience as an owner/operator.

This approach combines the implementation and practice of our own safety methodology, the knowledge gained from thousands of safety engagements with clients around the world and the most current thinking in behavioral science and cognitive and awareness-based elements to help organizations achieve improved, sustainable safety performance. It's a fusion that results in effective real world safety solutions for any work environment.

The flexibility of the approach offers you the choice of engaging in a comprehensive organization-wide transformation program or tailoring a training package that focuses on the safety leadership competencies required to meet your goals.

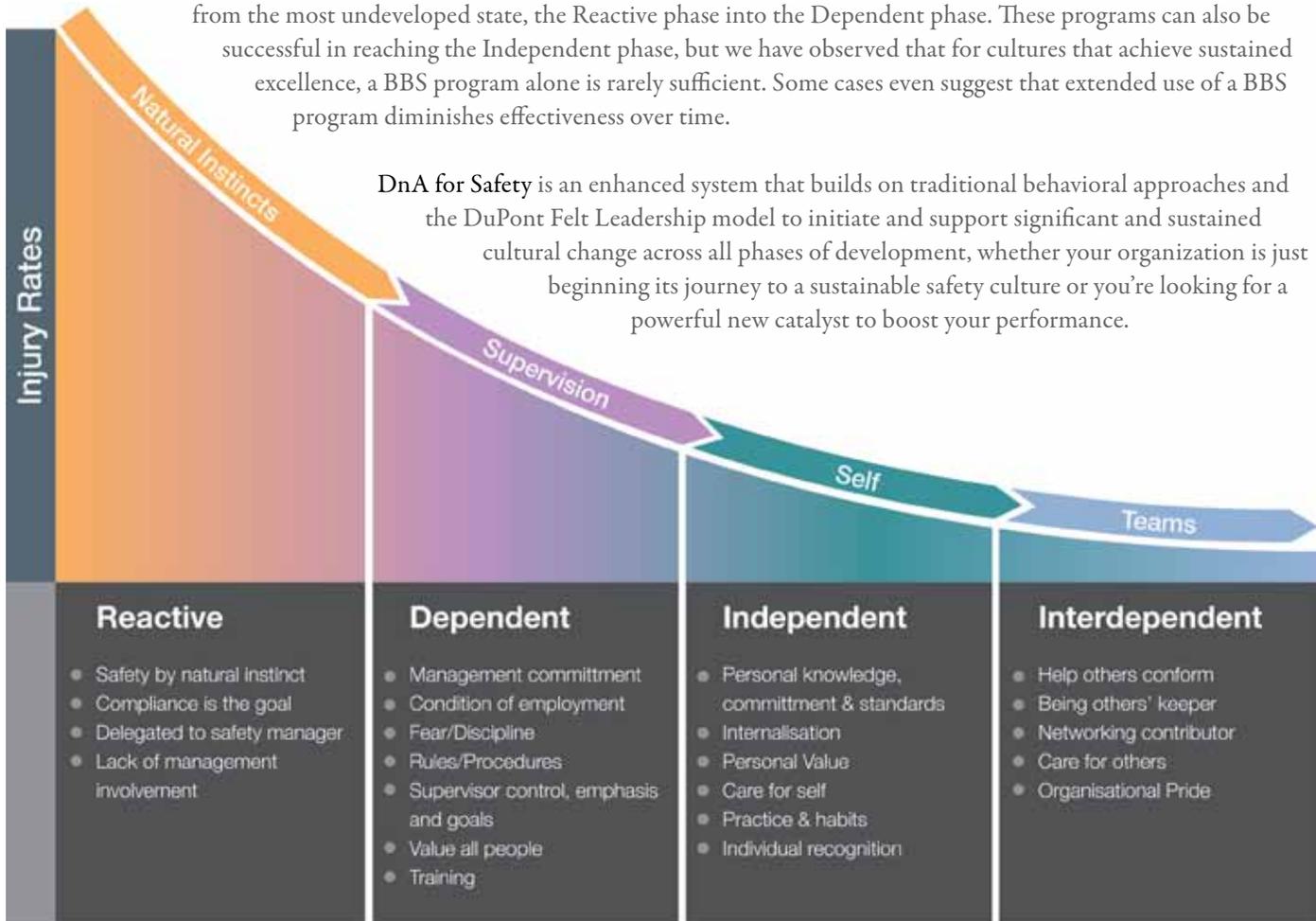


## DUPONT BRADLEY CURVE

This is **The DuPont Bradley Curve**. It shows the four phases of development that organizations evolve through as they become more mature and effective in their management of safety, building stronger layers of protection from risk. You might recognize where your organization is currently.

It has been observed that behavioral based safety (BBS) programs are well suited to the task of shifting organizations from the most undeveloped state, the Reactive phase into the Dependent phase. These programs can also be successful in reaching the Independent phase, but we have observed that for cultures that achieve sustained excellence, a BBS program alone is rarely sufficient. Some cases even suggest that extended use of a BBS program diminishes effectiveness over time.

**DnA for Safety** is an enhanced system that builds on traditional behavioral approaches and the DuPont Felt Leadership model to initiate and support significant and sustained cultural change across all phases of development, whether your organization is just beginning its journey to a sustainable safety culture or you're looking for a powerful new catalyst to boost your performance.



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### THE ESSENTIAL PIECES OF THE PUZZLE

Behavior based safety programs and other traditional methods for managing workplace safety rely on organizational responses and behavioral output. As you can see, this approach is only part of the picture and doesn't reflect on WHY people act either safely or unsafely.

Nobody goes to work planning to hurt themselves and yet despite all the procedural and behavioral reinforcement measures in today's work environment, incidents still happen. This new approach offers a practical model of human behavior that includes consideration of how the brain processes information, our thoughts and beliefs as well as influential external factors such as work environments and social climates.

DnA for Safety enables you to build a more effective, tailored change program, based on the specific needs of your business and personnel, using a more holistic understanding of what drives human behavior.



## A COMPETENCY BASED EARNING EXPERIENCE

Competency based learning differs from traditional delivery of safety training in that it works with each individual to develop their skill level from their own starting point and assesses their progress against a universal standard of competency, rather than against the achievements of other learners.

DuPont has identified the competencies that form the vital link between an individual's behavior, skills and attributes and the successful completion of the tasks required to perform their job well.

The competency based approach offers organizations a common language for describing effectiveness and provides clarity on expected behaviors and capabilities. With a clear definition of what each competency is and how it is demonstrated in the workplace, everyone is aware of what they are aiming to achieve.

Specific competencies within the spectrum are designated as core to each level of your organization and a program to facilitate their acquisition or development is designed to match the distinct requirements of executive business leaders, operations managers, supervisors and shop floor employees.

## DUPONT PROGRESS COACHING

Founded on an evidence-based model of performance improvement, DuPont ProGress



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Coaching builds on an individual's level of competency achieved during the training phase to maximize the consolidation of learning and on-the-job achievement.

This approach is a move away from 'instruction' to a facilitated learning journey, with coaching being the crucial stage. It is during this phase, when applying the theoretical learning to their own real life operations that participants can expect to realize the most significant improvements in their safety leadership skills and in their understanding and influencing of the safety attitudes of their direct reports and team members.

DuPont ProGress Coaching is arranged to meet the needs of the individual and their business and is usually achieved over a period of months in which a qualified coach works with individuals or small groups to successfully complete a specified personal action plan or workplace project.



## SAFETY VALUES, ATTITUDES AND BELIEFS INDEX

The Values, Attitudes and Beliefs Index (VABI) is grounded in the core philosophy of DnA: that is, a way of making sense of the world by taking a holistic view of behavioural, social and the cognitive paradigms. For mature companies looking to embark on a transformational culture change program beyond compliance, they must start by addressing the individual.

The VABI is a psychometric tool whereby individual values, attitudes and beliefs towards safety are measured and aggregated at a group, business unit, or organizational level. Importantly, it also builds a profile of the cognitive and social aspects of a particular group or organisation's culture.

The VABI is administered, either online or on paper, via a series of simple multiple-choice questions that are taken anonymously by employees at all levels. This tool forms part of the DuPont integrated assessment methodology, adding depth to the analysis of the current state and vision of the desired state at both an organisation and individual level.

In keeping with our vision to be the world's most dynamic science company, this innovation is founded on academic rigor and draws from a variety of theoretical standpoints of behavioural science. DuPont psychologists studied our two centuries of operating experience to identify 9 core dimensions of safe behaviour. We then partnered with researchers at the University of Sydney, School of Psychology to psychometrically test and refine the tool.

The 9 core dimensions of safe behaviour measured include:

1. Value for Safety
2. Value for Compliance
3. Value for Others
4. Value for Independence
5. Attitude to Safety and Risk
6. Attitudes and Beliefs about Social Context
7. Self-Confidence in Safety
8. Engagement
9. Innovation and Change Readiness



These dimensions have been validated within DuPont's own operations to provide a benchmark from which leaders can assess their own organisational cultural performance, as well as identify the differences in profiles between various groups within their organisation.



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### ABOUT DUPONT SUSTAINABLE SOLUTIONS

DuPont has over 209 years of experience as an owner/operator. Implementing and practicing our own safety methodology, coupled with the discoveries and developments we've made through our extensive consulting experience, make DuPont the leader in workplace safety consulting and training, delivering sustainable results to over a thousand clients world-wide.

Nine years after the first DuPont powder mill operation began, we introduced our first safety rules. These are the key principles that guide us today, including the principle: safety is a line management responsibility.

Later we added another key concept: all injuries can be prevented. That was a dramatic step forward and remains a concept that continues to challenge everyone from workers to managers to work safely.

DuPont Sustainable Solutions is a global consulting, training and technology licensing business that helps transform work places and work cultures to become safer, more efficient and environmentally sustainable. Our real-world experience is manifest in our consultants' capability to inspire and facilitate the cultural changes required by clients to achieve their goals.

### DuPont Sustainable Solutions SAFETY RESOURCES

DuPont Sustainable Solutions is a catalyst for transformation. We offer collaborative consulting and solutions-driven technologies that can help organizations transform their workplaces and work cultures to become safer, more efficient and environmentally sustainable.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

### CONTACT US TODAY

For more information on DuPont Sustainable Solutions and its world-class safety consulting services, visit us at:

[www.sustainablesolutions.dupont.com](http://www.sustainablesolutions.dupont.com)