

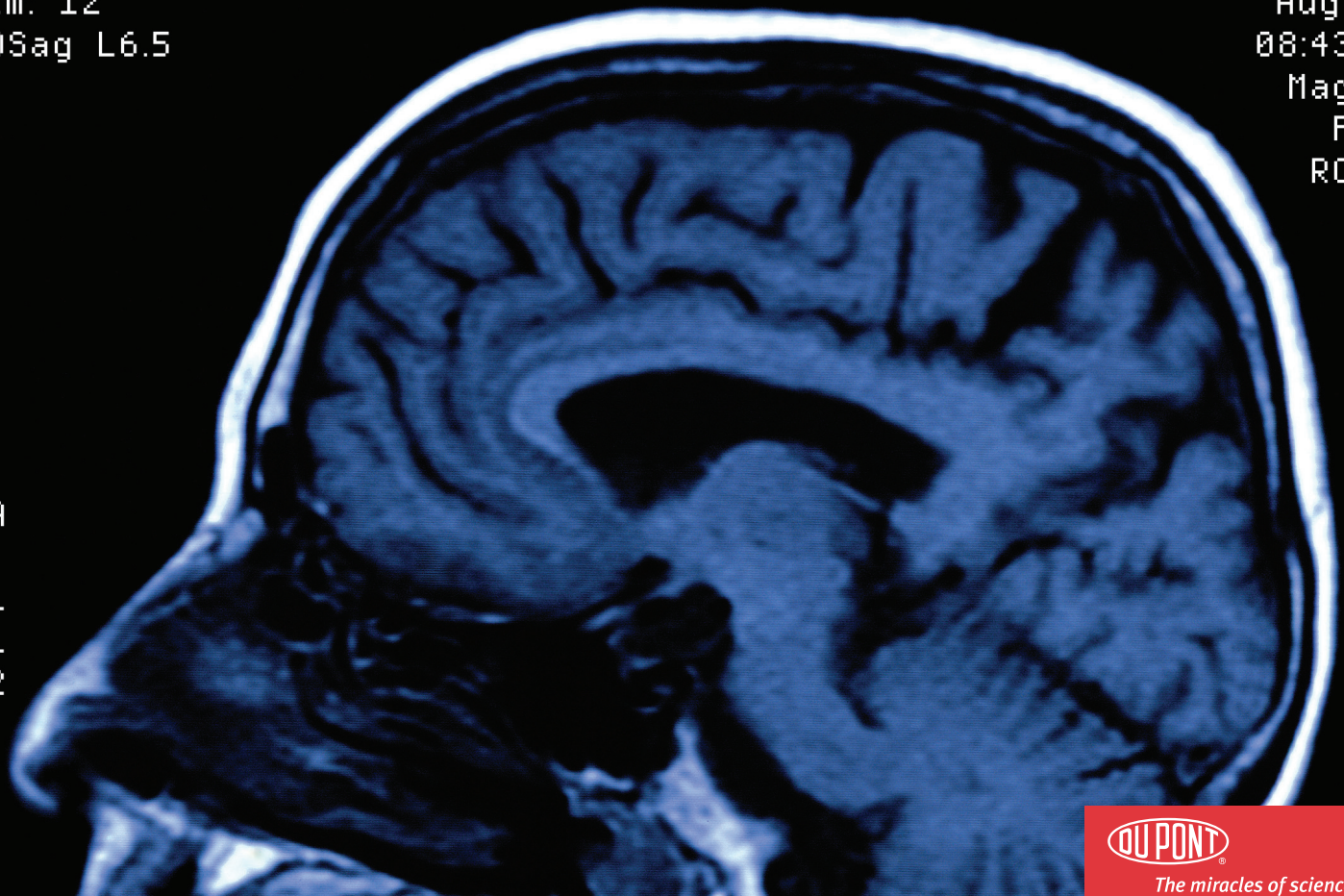
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THE DUPONT INTEGRATED APPROACH (DnA) FOR SAFETY: A CATALYST TO ACCELERATE PERFORMANCE

DuPont Sustainable Solutions

SAFETY RESOURCES

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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.

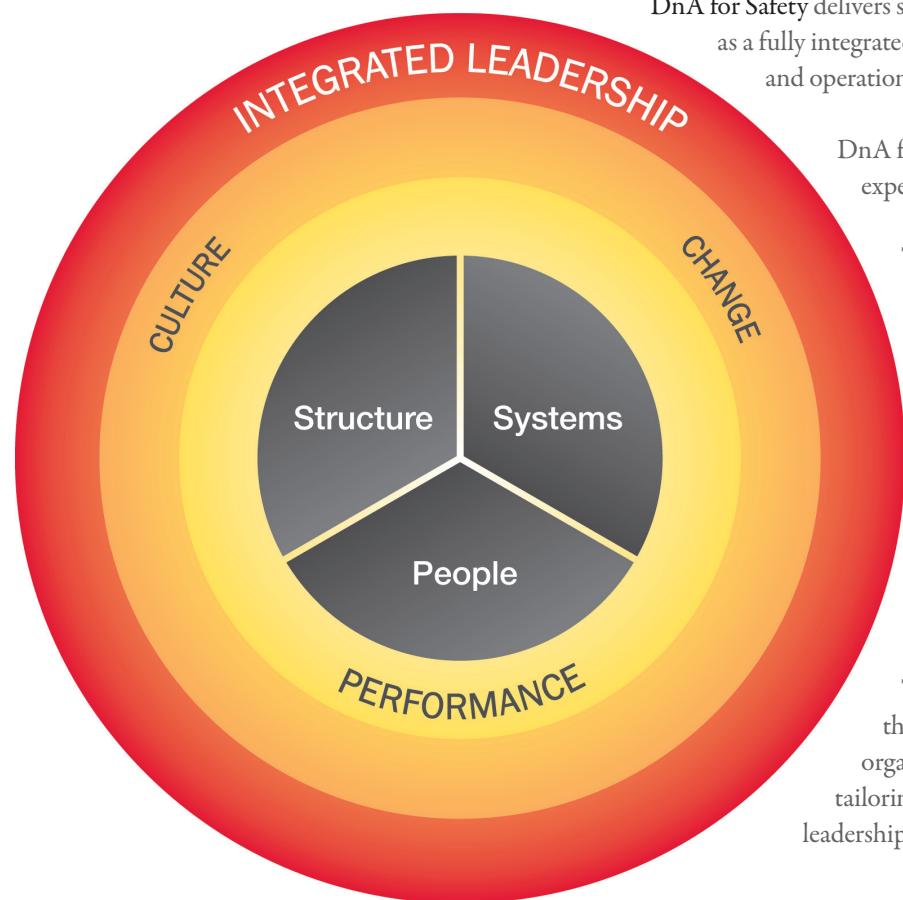
THE DUPONT INTEGRATED APPROACH (DnA)

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 200 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.

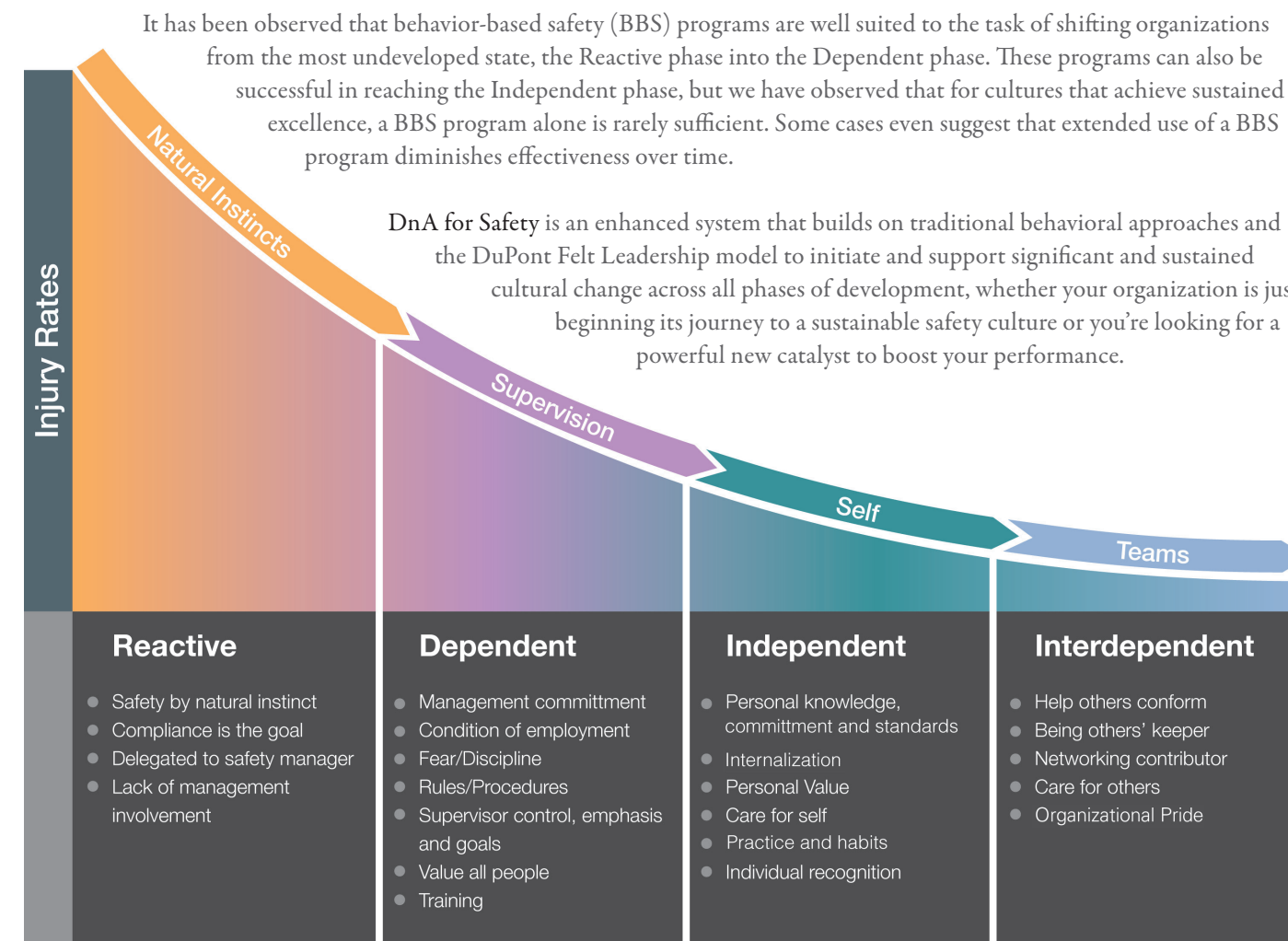


DUPONT BRADLEY CURVE

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 behavior-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 LEARNING 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.



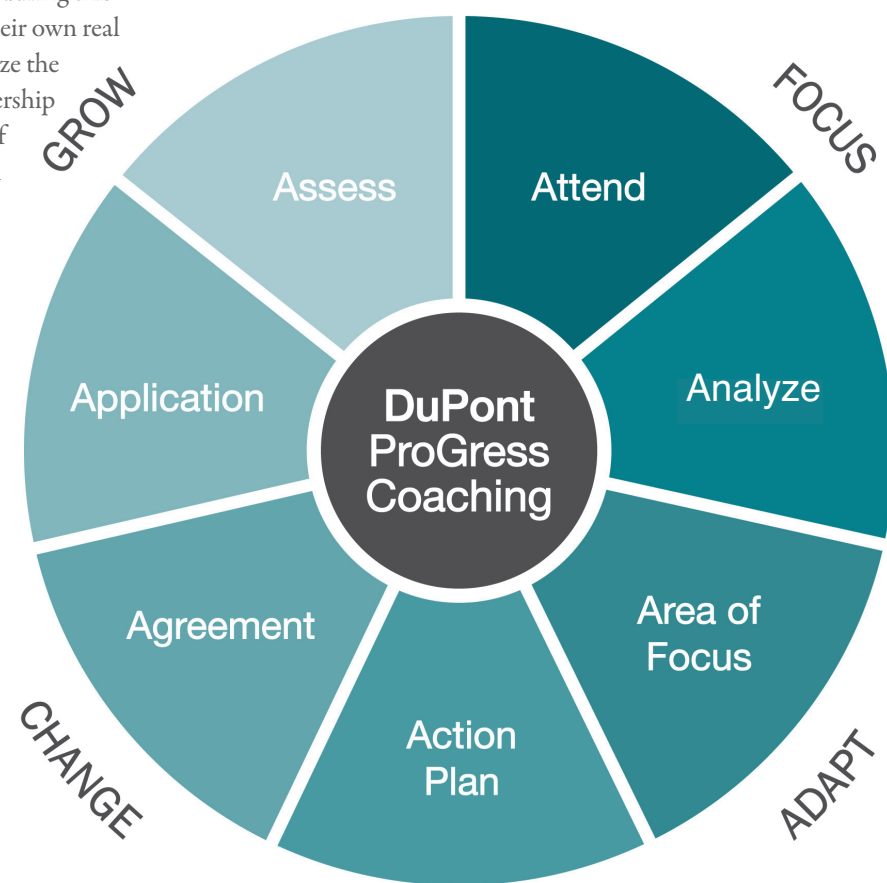
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DUPONT PROGRESS COACHING

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



DUPONT SAFETY PROFILE ASSESSMENT

The market already has a number of culture assessments that track perceptions of safety and safety leadership. We use a one-of-a-kind assessment tool designed to build a profile of safety-critical beliefs, values and behaviors: **The DuPont Safety Profile Assessment**. DuPont psychologists have designed this unique tool for a number of highly effective applications that identify opportunities to engage your workforce in powerful, positive change.

When a significant percentage of an organization takes the assessment, the aggregated results give strategy leaders a clear indication of its strengths and weaknesses. When compared to the profiles of world class organizations, the assessment provides a comparative picture of the health of the safety culture.

The assessment also provides a comparison of an individual's safety awareness profile with that of the organization. This application will become invaluable when assessing the suitability of candidates for specific roles and cultures.

The assessment measures beliefs, values and behaviors through questions, not always apparently related to safety.

A profile is built that maps an individual's risk tolerance, their tendency towards either intrinsic or extrinsic motivation, their adherence to either compliance or commitment to safety and a number of personal values for concepts such as production, profit and job satisfaction.

The DuPont Safety Profile Assessment is based on best practice psychology standards. It has low face validity, meaning that candidates are unable to guess or "game" the desired responses. This results in a highly reliable profile and accurate insight into coaching and development needs at an individual and aggregate organizational level.





The miracles of science™

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ABOUT DUPONT SUSTAINABLE SOLUTIONS

DuPont has over 200 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 that 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 workplaces 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 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.

To discuss how DuPont can assist with your safety leadership, please contact us at 1-800-532-SAFE (7233)

For more information visit
www.sustainablesolutions.dupont.com

DuPont Sustainable Solutions

SAFETY RESOURCES