



Safety Training *for Life*

at work | at home | on the road

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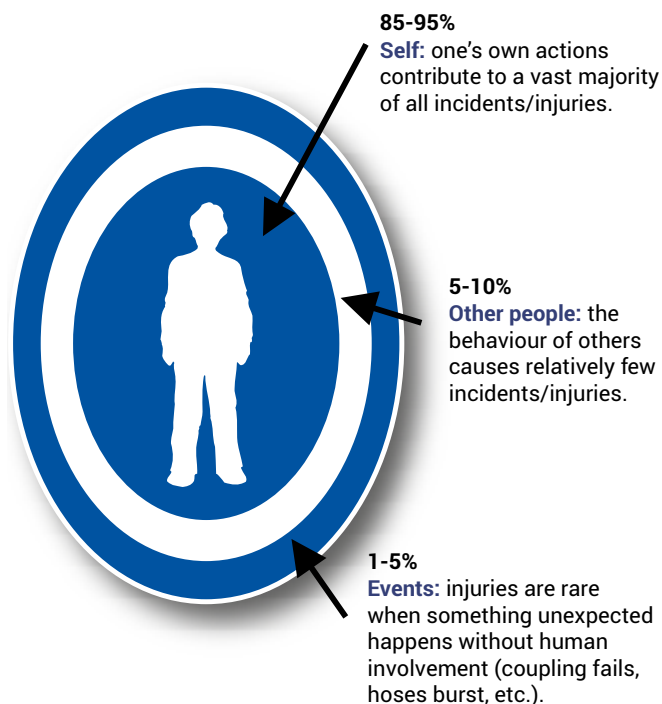
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Welcome to SafeStart

SafeStart is the most successful advanced safety awareness and skills development programme in the world. It has proven to reduce injuries by 30-70% in a short time frame for more than 3,000 companies in over 60 countries.

SafeStart does not replace other safety programmes or processes used in your company; it's simply designed to enhance and accelerate your ongoing efforts to reduce incidents. It addresses unintentional human error and critical safety habits to dramatically reduce risk and the likelihood of injuries taking place.



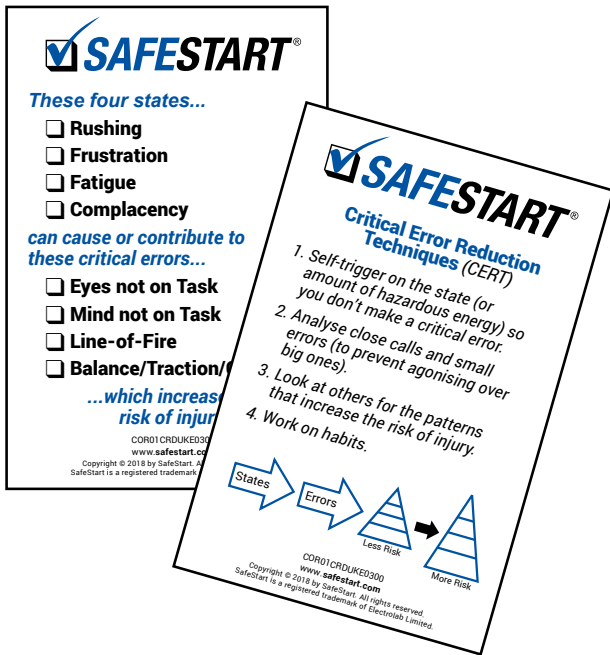
SafeStart is an advanced safety awareness and skills development programme that aims to help people avoid the unintentional mistakes that lead to injury. It is not about policies, procedures or even specific hazards, but about having an alert attitude, keeping those hazards in mind and in sight, in real time, especially when the risk is greatest.

Knowing about a hazard will not help at all if you become distracted or aren't looking at it at the critical moment. SafeStart helps people understand when they are most likely to make an injury causing error and what to do to prevent the error in the first place.

Instead of focusing on the hazard, SafeStart focuses on the state of mind or body that the person is in. It highlights to people that there are four states: Rushing, Frustration, Fatigue, and Complacency, which may cause or contribute to four critical errors: Eyes not on Task, Mind not on Task, Line-of-Fire and Balance, Traction, Grip.

More than 90% of all injuries, whether at home, at work or on the road, are caused by this "state-(leading) to-error pattern." One of the fundamental aspects of SafeStart training sessions is to get people to recognise how these state-to-error patterns can increase the risk of injury for them and how it has done so with past incidents and injuries that they have suffered.

By making people aware of this state-to-error risk pattern, it is then possible to provide them with skills and techniques to minimise these injury causing errors.



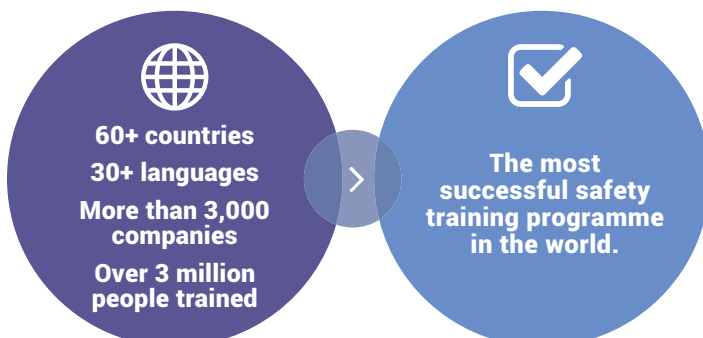
SafeStart and its Critical Error Reduction Techniques become a part of your everyday life, reducing your risk of injury in any situation.

Benefits of SafeStart

Besides the obvious human and financial benefits associated with a reduction of incidents and workplace injuries, the SafeStart programme offers many additional benefits.

SafeStart reduces injuries at work, at home and on the road. It is efficient, provides a positive return on investment and actively increases personal awareness for safety.

A large part of the success of SafeStart can be credited to the fact that the programme is relevant to everyone, everywhere, no matter what industry or culture people come from.



Summary of Benefits

- Reduces injuries at work, at home and on the road
- Efficient and proven methodology with a positive return on investment
- Encourages personal awareness and motivates people to change their at-risk habits and behaviours
- Relevant to all employees and their families across all industries
- Is an enjoyable programme to implement
- Provides safety skills and a safety vocabulary that will quickly become ingrained in the culture
- Full consultant-led support during and after the implementation
- Improvements in productivity and quality

Programme Description

The training phase of the programme consists of five sessions, each one lasting 120 minutes and is ideally delivered weekly or fortnightly. Each session consists of video exercises, storytelling, group discussion and self-study workbook activities.

Materials used:

- Leader's Guide
- Five Self-Study Workbooks
- Audiovisual Material
- SafeStart Self-check cards
- Posters and leaflets
- Completion Certificate

But it doesn't stop with training, our experts will work with you to develop a 2-4 year plan to ensure sustainability and lasting impact.

The best way to learn how the SafeStart programme works is by attending one of our workshops or presentations which are run all over the world. Check the events calendar on our website. We also offer scheduled online presentations. Our experts are always ready to give a personal presentation.

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