



The Values-Based Safety® Process: Improving Your Safety Culture with Behavior-Based Safety

A concise and practical guide for establishing safety in the workplace

Now in its second edition, *The Values-Based Safety Process* provides 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 their organization. With the help of new case studies, updated examples, and six new chapters, McSween demonstrates 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 will find this book to be an essential working reference. They will learn how to develop processes that dramatically improve safety, boost worker morale, reduce on-the-job injuries, and strengthen any company's bottom line.

What Others Are Saying

"[The Values-Based Safety Process] teaches both the mechanics of how to design and implement a behavioral safety process in any organization and the importance of creating an environment where everyone actively cares about their fellow employees and associates . . . It will help you make a difference in your organization." —E. Scott Geller

This is undoubtedly one of the best books in the area of behavioral safety. Dr. McSween provides a thorough guideline that safety professionals can use to implement a sound system for behavior change in their organizations. —amazon.com review

About the Author



Terry McSween, Ph.D. is CEO and President of Quality Safety Edge. Considered one of the world's leading authorities in behavior-

based safety, Terry has 30-plus years of experience consulting in educational, institutional, and business settings. He is the recipient of local and national awards for his work in behavioral safety and is actively involved with a number of business and professional organizations.

A speaker at safety conferences world-wide, Terry also founded the annual Behavioral Safety Now Conference (BSN). He has published over 100 articles and authored the seminal book on behavior-based safety: *The Values-Based Safety Process: Improving Your Safety Culture with Behavior-Based Safety*.

Available in English, Italian, Chinese and Spanish.



Five Stars on Amazon