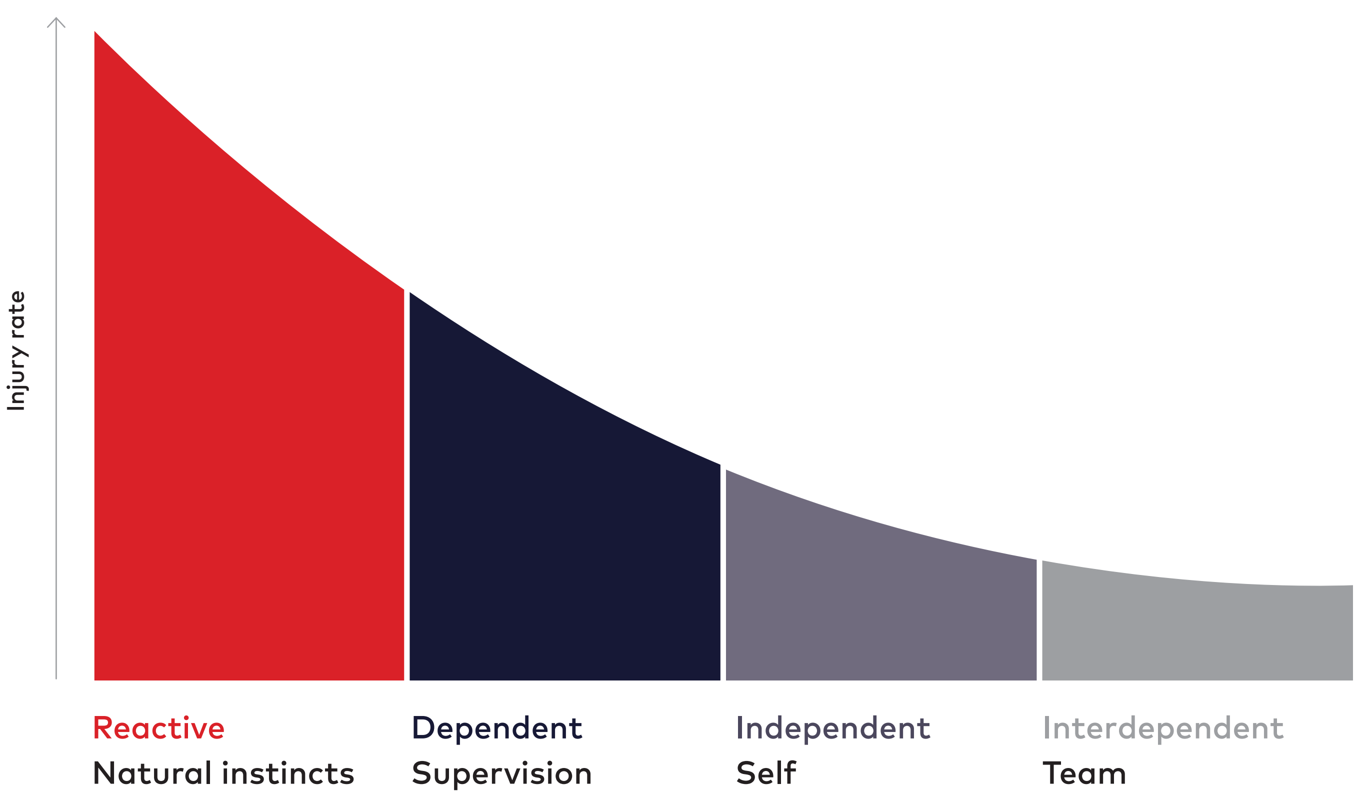
dss+ / Bradley Curve™

Designed to help clients understand and benchmark the journey toward world-class safety performance this proven, proprietary system has helped enable our clients around the world since 1995.



Reactive

People do not take responsibility. They believe that safety is more a matter of luck than management and that "incidents will happen." And over time, they do.

Dependent

People see safety as a matter of following the rules that someone else makes. Incident rates decrease and management believes that safety could be managed "if only people would follow the rules."

Independent

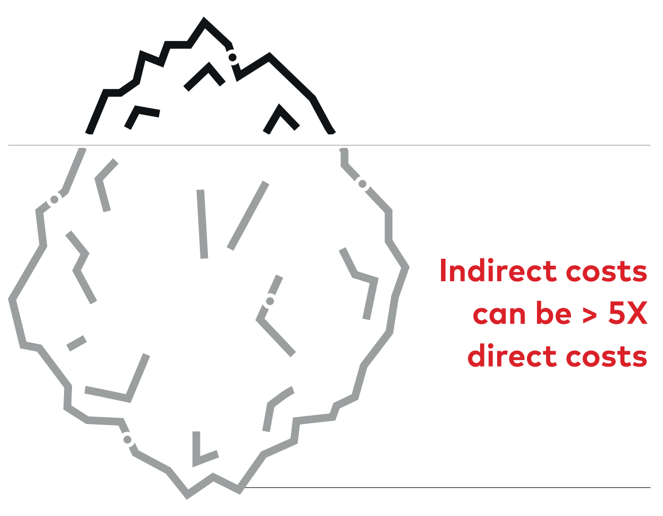
Individuals take responsibility for themselves. People believe that safety is personal, and that they can make a difference with their own actions. This reduces incidents further.

Interdependent

Teams of employees feel ownership for safety and take responsibility for themselves and others. People do not accept low standards and risk-taking. They actively converse with others to understand their point of view.They believe true improvement can only be achieved as a group, and that zero injuries is an attainable goal.

Experts agree that improved safety contributes to profitability in many ways as costly incidents are avoided. Employees naturally become more emotionally invested in their work. Workforce turnover go down while productivity and quality go up. Cost savings increase as the management excellence gained around safety processes extends to the entire organisation.

Cost avoidance iceberg



Tip of the iceberg

Direct cost of injuries

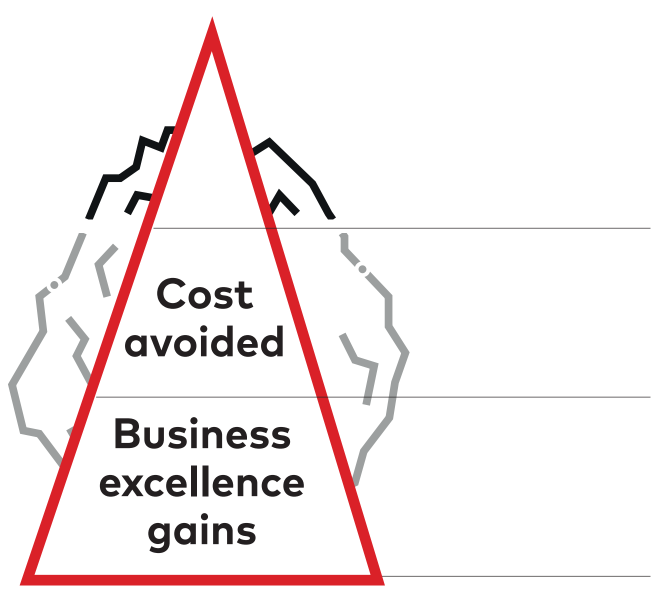
- Medical cost
- Claims indemnity
- Claims administration fees

The bulk of the iceberg

Additional costs of injuries

- Damaged equipment
- Lost production and quality
- Procvess interuptions, yield losses
- Replacement labour, overtime
- General liability costs
- Litigation
- Damage to customer relations & public image

The real iceberg



Direct cost of injuries avoided

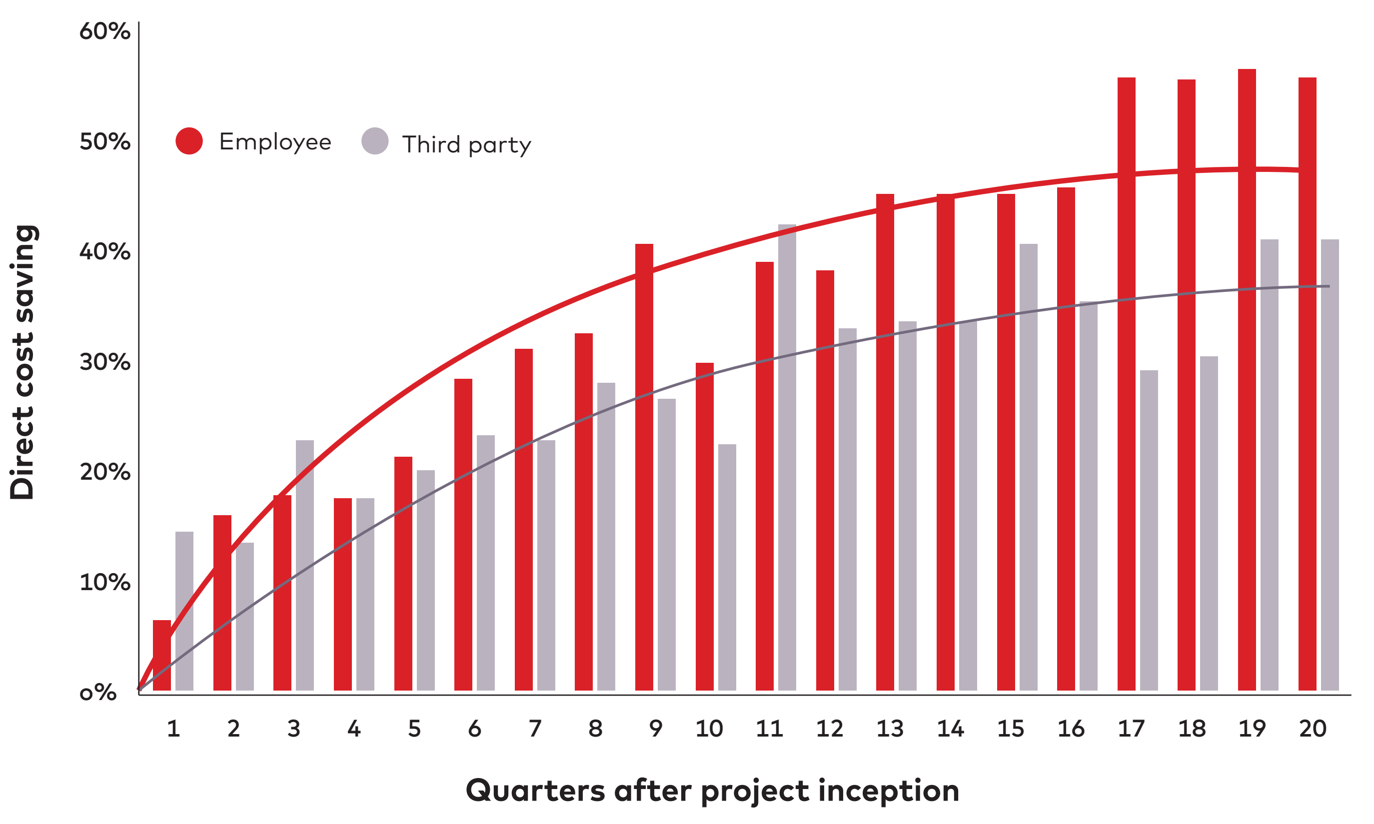
Indirect cost of injuries avoided

Business excellence gained

- Capable leadership
- Improver morale
- Increased productibity
- Production a& reliability contrl
- Improved risk profile & right to operate
- Organisation resilience:
  - Doesn't change with new leader
  - Doesn't change with business cycles

Direct cost savings

8 US companies engaged in major safety projects, – from project inception



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