



# Don't Be Hasty – Think Safety!

## 5 key elements for managing the human factor in safety to reduce work-related accidents

It is commonly known that the human factor carries significant weight – approximately 85% in causing work-related accidents. This lecture will provide supervisors with five simple key elements that are easily applied, in order to effectively manage the human factor, and minimize accidents.

Lecture topics:

- ✓ What is the human factor and why it's important to address it?
- ✓ 5 key elements for managing the human factor:
  - Distinguishing between the different types of human failures
  - Why do people act against their personal health and safety interests?  
Organization-based aspects and human-based aspects
  - Designing a behavioral change program
  - The Swiss Cheese Model and managerial responsibility
  - Organizational tools for managing the human factor
- ✓ Concluding message: unsafe behavior is an accident waiting to happen!
- ✓ The lecture includes examples and videos from various safety-related events.
- ✓ Duration is 60-75 minutes

### A few words about me...

My name is Ayala Biran, and I am the Founder and Managing Director of Kivunim, a company which specializes in work-safety training schemes, operating since 2003. I'm a lecturer and a group instructor, as well as an expert in field of the human factor in safety and the development and promotion of safe thinking and behavior, both at work and at home.

With years of experience in lecturing both for executives as well as employees, my goal is to provide organizations with meaningful training programs and workshops alongside executive trainings, in order to help achieve and promote behavioral change, raise awareness around safety-related issues and most importantly, reduce work accidents.

Over the last 18 years I have worked with dozens of organizations, hundreds of Safety Supervisors and thousands of workers in my lectures and workshops, exploring, discussing and understanding the human factor.

My experience has taught me that organizations that succeeded in applying these changes and invested significant resources in promoting behavioral change that's driven by awareness rather than punishment, have successfully met their goals of reducing the number of safety accidents and save human lives.

Remember, **Don't Be Hasty – Think Safety!**