

Safety Snapshot: EHS Essentials

AUGUST 2025



Fast, focused safety insights to help your team prevent incidents before they happen

The 5 Moves to Make Your BBS High-Impact — Starting Today

Make Your Behavior-Based Safety (BBS) the Most Powerful Tool You Have

When your BBS program is firing on all cylinders, it's not just tracking safety, it's changing outcomes. With a few smart, targeted shifts, you can turn everyday observations into game-changing insights that prevent incidents, strengthen teamwork, and keep your program at the center of how work gets done.

In this month's *Safety Snapshot*, you'll find **five proven moves** top organizations are using to recharge their BBS programs making them faster to use, more engaging for employees, and more connected to business results.

Use them to keep your program fresh, relevant, and delivering impact long after the observation is complete.

1. Use Data to Drive Action — Without the Friction

Collecting data is only the start. The real power comes when it shapes strategy, reveals risk trends, and removes participation barriers.

What to focus on:

- Streamline data entry so it's quick and intuitive.
- Review BBS data alongside incidents and near-miss trends.
- Create feedback loops from the frontline to leadership.

Why it matters:

Smooth processes keep data flowing and turn it into a strategic lens on your biggest exposures.

2. Make BBS Meaningful for Today's Workforce

A program that feels outdated won't hold attention. Focus on what matters now.

What to focus on:

- Align observations with the critical exposures of your operation.
- Involve employees in redesigning tools and processes.
- Ask engagement questions like: "How could you get injured today?"

Why it matters:

When BBS supports real needs, especially during change, participation comes naturally.

3. Coach Instead of Checking the Box

The best programs turn observations into conversations.

What to focus on:

- Train observers to ask open-ended questions and listen.
- Provide refresher training on constructive, respectful feedback.
- Share positive trends and success stories.

Why it matters:

A single conversation with guidance or success feedback can change a behavior, prevent an incident, or build trust.



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4. Bring Leaders Back Into the Process

Visible leadership support quickly re-energizes BBS.

What to focus on:

- Set clear, measurable goals for leader participation.
- Make recognizing positive behaviors a leadership expectation.
- Tie BBS to business goals like reliability and quality.

Why it matters:

When leaders walk the talk, safety becomes a shared priority at every level.

5. Right-Size Your Program for Right Now

What worked years ago may not fit today's workforce, resources, or risks.

What to focus on:

- Reevaluate forms, feedback loops, and participation models.
- Integrate digital tools to reduce friction and improve follow-through.
- Set realistic expectations while keeping standards high.

Why it matters:

A refreshed program feels timely, practical, and worth the effort.

One Strategic Shift That Turns BBS from Tracking to Transforming

Most teams collect plenty of BBS observations, but the real difference comes from what they do next.

The most effective organizations use BBS as a **strategic lens for managing exposure**, not just a way to record behavior. That means asking smarter questions:

- *What patterns in exposure are starting to emerge?*
- *Where are the riskiest deviations and what's driving them?*
- *How can this data strengthen our systems and prevent incidents before they happen?*

This shift transforms BBS into a proactive tool for controlling serious injury and fatality risk. It's not about "catching" behaviors, it's about uncovering the conditions behind them and taking action that changes outcomes.

Ready to Take Your BBS Further? We're In.

You don't need to start from scratch, you just need a partner who can turn every observation into actionable insight, spark genuine engagement, and connect leaders directly to the moments that matter most.

For over 100 years, DEKRA has helped organizations like yours evolve BBS into a strategic driver of safety and performance.

From exposure-based insights to scalable digital solutions, we bring the tools, strategies, and expertise to take your program further, faster.

Let's build a BBS program that takes your safety and your results to the next level. Contact us to get started.

Let's Build Your Best BBS Yet

The right moves can unlock new wins for safety, teamwork, and results.

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