

# CASE STUDY

## MIDSTREAM OIL AND GAS COMPANY INCREASES ADOPTION OF SAFETY BEHAVIOR BY 75%

### KEY STATISTICS

- 4 Hour Training
- 944 Employees Trained
- All trainings conducted by 15 of the organization's safety supervisors within a 45 day period
- 58,999 Texts Sent
- 25,507 Replies Received
- 68% Participation In Challenge

**// It's not necessarily the habit itself, but the ability to create and think in a more safety conscious way."**

In a collaborative effort between the organization's EHS department and Habit Mastery Consulting, the goal was to combine the behaviors EHS knew would keep employees safer on the job with the tools employees needed to take that knowledge and turn it into action.

We developed a 4-hour training based on existing company vision, values, and training materials. However, since employees had heard some of the material multiple times, we also needed to make the training new and exciting. To ensure the content was engaging and that it related to employees and their culture, we conducted site visits, held interviews with target employees, and piloted the training.

All frontline hourly employees participated in the training initiative. Because employees were located in different facilities across 16 different states, 15 site supervisors were trained to deliver the training to the employees in their geographical region.

By the end of training, each employee identified a single most important behavior that would



**// And in the end, the investment of cultivating the new behavior paid considerable dividends in both increased productivity and personal peace. The greatest investment in ones self and others is the focused dedication to achieving positive goals."**

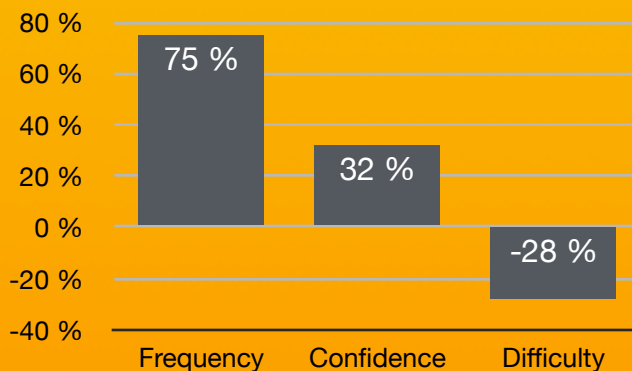
improve their safety on the job and developed a plan of action to make it happen. Targeted behaviors included increasing situational awareness, completing the pre-job task process, reviewing hazards with new arrivals, executing stop work authority, leaving cell phones in vehicles, and using tactical breathing to decrease stress.

These training sessions were supplemented with our 60 Day Habit Challenge. Each participant received a daily text message consisting either of a brief reminder of a topic covered during the training or a few words of encouragement. Each attendee was to briefly reply if they had completed their designated safety habit that day.

In order to encourage honesty in their answers and ownership of their own behavior, attendees were informed that answering the question was an issue of their own accountability and that the company would not be privy to their answers or their level of participation.

Neurobiologists who have studied habits conclude that by practicing a behavior, new neural pathways are created within the brain. By being accountable and practicing the desired behavior, these attendees more reliably ensured they were permanently increasing the frequency of their targeted behavior.

## IMPACT



By the end of the challenge, attendees reported increasing their targeted behavior by 75% and their confidence in their ability to create new habits by 32%. Respondents reported that it was 28% less difficult than they anticipated it would be.

## CONTACT US

To learn how we can work with you to co-create and implement a customized training program that results in the rapid adoption of key behaviors, contact our CEO, Sharon Lipinski, directly at 970-581-7681 or [sharon@habitmasteryconsulting.com](mailto:sharon@habitmasteryconsulting.com)