



## Values-Driven Safety Applications Manual

### What You Get

#### Set of Four CDs

- Disk 1: The Culture Barometer Program
- Disk 2: Values-Driven Safety Seminar Presentation
- Disk 3: The Applications Manual in PDF Format
- Disk 4: Bonus Materials, including valuable charts and tables and additional reference articles

#### 300-Page Applications Manual

Packed with instructions on using the Culture Barometer, selling it to your management, and applying it to a broad spectrum of circumstances

To order the Applications Manual, contact:  
**Sheridan Publishing**  
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**Donald J. Eckenfelder, founder and principal consultant of Profit Protection Consultants, relaxing with two of his granddaughters**

Don is a Chemical Engineer who has been a leader in his profession (loss prevention and risk management) and in his community. Widely published, he has been dubbed in New Zealand as “Safety’s cultural ambassador.” Don has worked for an array of Fortune 500 companies including General Electric, Weyerhaeuser, ITT, Unocal Thailand, Hasbro Toy Company, Johnson & Johnson, UNILEVER, and many of the most prominent colleges and universities in the country. He is a pioneer in culture measurement and management.

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**See Clearly—Act Wisely.**  
**Values-Driven Safety** allows you to create the safety culture of your dreams.

Lou Gerstner, former chairman and CEO of IBM, wrote, “I came to see... that culture isn’t just one aspect of the game—it is the game.” Profit Protection Consultants has invented the tools to create a values-driven safety culture that reduces loss and increases profits. We even provide a toolbox for the tools—a manual and software that provide the know-how and instruments to measure and manage culture. The Values-Driven Safety™ Applications Manual is all an organization needs to strategically manage its culture. The approach is culture sensitive and is not a one-size-fits-all process. It will take you from where you are to where you want to go.



## The Values-Driven Safety™ APPLICATIONS MANUAL

The Values-Driven Safety™ *Applications Manual* is a toolbox, delivered in an attractive binder with 300 pages of text and on four CD-Roms, to enable a health and safety manager to measure organization safety culture and to strategically enrich it.

The Values-Driven Safety™ *Applications Manual* offers a breakthrough approach that for the first time allows for the measurement and management of safety culture.

### What do I get?

The manual is divided into six parts designed to provide everything from significant background information to the basic “tools” to create a safety culture profile of any organization and then to coach the user through the interpretation of the results and fashioning of a strategic approach to culture enrichment.

**Part one** includes a PowerPoint presentation that introduces all the basic building blocks and the rationale behind the methodology. This provides a good opening tutorial for the uninitiated and a good refresher for the already initiated.

**Part two** provides lots of information that can be used to sell the concepts to everyone from a CEO to hourly employees. It also includes the implementation recipe with the blow-by-blow account describing how you do it. It includes introductory one-minute safety and business assessment tools. It finishes with twelve key questions that are frequently asked—and the answers.

**Part three** embodies the “tools” to actually do it. It begins with some case histories and then details how the data must be collected and then provides the software to create the Safety Culture Profile™ and associated breakdowns. Correlating attributes with values validates the process and its ingredients and sample profiles and sample reports will help the first timer develop his or her own analysis and report.

The unique software provided with the manual requires PowerPoint™ and Excel™ capability. The instructions for use are explicit and if followed carefully will produce a Safety Culture Profile™ and related breakdowns that will start with a single number describing the safety culture, along with analysis of the input variables and suggested exercises to improve culture.

**Part four** provides the case studies and suggested tailored attributes for specific industries to encourage customization of the process. Then it provides worksheets and guidance to do just that.

**Part five** expands the concepts to general organization development and individual development. This is for the advanced practitioner or can serve as background and validation for anyone wanting more background and information and who wants to think about this more broadly than just for its safety applications.

**Part six** is filled with resource material including published articles and reprinted material from *Values-Driven Safety*. There is also material applying the methodology to the abatement of soft-tissue injuries, and there is a reading list.

The *Applications Manual* provides a clear pathway to apply this galvanizing concept to your organization.