



The Behavioral Safety Leadership Academy

Reduce Injuries by Changing Behavior

In Safety, we're taught all the wrong stuff about people. Okay, maybe that's a bit of an oversimplification. It's not ALL wrong, but it's mostly wrong.

- If we write it down in a procedure, they will do it
- If we send an email, that will be enough
- If we build awareness, then people will do the right thing
- If they do the wrong thing, they just need more training

I've heard each of these countless times in industrial and other high-risk settings. I'm sure that you have too. There are kernels of truth and effectiveness in each of these statements, but if you want people to do the right thing when it matters, you need more than this. We know that awareness only changes behavior 2-3%, and even safety training classes change behavior only 20-30%. Once you understand the science of behavior, you see why these things don't work, and you can create more effective solutions.

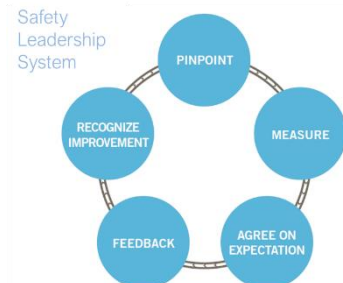
...This is why I created the **Behavioral Safety Leadership Academy**. Learn the techniques I have taught thousands of leaders in 12 countries over the past 25 years and use them to **make real improvements** in your business DURING the course.

What's BSLA about?

The course gives you a **customized learning experience with coaching** for less than it might cost to attend a big industry conference.

Overview of what you get when you enroll in **Behavioral Safety Leadership Academy** ...

- 12 weekly modules teaching my Safety Leadership System plus more
- Each weekly module has 2-4 lessons (short reading, watch a video, application activity)
- Over 40 lessons in all
- Weekly feedback and guidance by email from your coach as you complete assignments
- Live coaching office hours every other week where you can ask your biggest questions



Course deliverable: complete a project in the area of your choosing showing measurable improvement.

This course is conducted as a cohort of leaders from different companies and all company information is kept confidential.

ENROLL BY MARCH 19 AT MIDNIGHT!!!

[Click here for more detail](#)

Cost per seat: \$2000

12 Week Course Begins:

March 23 and runs through June 19, 2020

For more information:

- Results from 500 participants, [click here](#) Reaching Results page: www.reachingresults.com
- Email Dr. Austin questions at john@reachingresults.com or call Dr. Austin at 269-599-2163