



The Cowboy Solution

Purpose Driven Safety: Creating a Culture of Want-to

GOAL

To facilitate the creation and implementation of a sustainable safety culture focused on want-to, not have-to, to achieve safety at the highest possible level.

THE NEED

With the improvement in technology, safety studies suggest that long-term strategy should focus on human behavior as a means of preventing occupational injuries and illnesses. Research estimates indicate that the percentage of TRI's in the oil and gas industry caused by human error range from 75-90%.

It's widely agreed that behavior needs to be changed. But two major hurdles loom:

1. Isolating and defining the specific behavior that needs to be changed.
 - How do we get people to want to?
2. Creating a mechanism that will cause change to happen in humans.
 - How do we transform information into action?

While every study says that human behavior needs to be changed, the real problem lies in isolating and defining what that behavior is. What is the one behavior that can be changed that will, in turn cause others to occur - getting humans to want to be safe. But, how do we get people to want to?

Safety training is effective only when a visual change in safety-related behavior of the trainee occurs. The answer is not in more transactional training – *relating to the exchange of information*. We cannot put people in a classroom, give them information, and tell them to want to. Information alone does not create change. Behavior can't be "instructionalized." Want-to is an emotion created by a combination of actions and relationships connected to a higher purpose that cause us to desire. Transactional training cannot change emotion.

The definition of change is to make or become different. To create it, we must think in terms of transformational development– a thorough or dramatic change. The question is, what does it take to not just transform behavior but do so in a sustainable way?

HOW THE COWBOY SOLUTION CAN HELP

The Cowboy Solution Purpose Driven Safety Program works with organizations to create a culture of want-to. This comprehensive, experiential model works in tandem with current programs at all levels of the organization to significantly improve safety performance.

Each component of the program is designed to provide transformational experiences that serve to build a strong and sustainable foundation for success.

BENEFITS:

- More engaged leadership, teams, and individuals
- Safer work environments
- Stronger business partner relationships
- Less turnover

