



COURSE OVERVIEW HE0655
Creating Positive Safety Culture
Behavioral Based Safety (Certified)

Course Title

Creating Positive Safety Culture: *Behavioral Based Safety (Certified)*

Course Date/Venue

July 05-09, 2026/Al Yasmine Meeting Room, Cristal Amaken Hotel, Riyadh, KSA

Course Reference

HE0655

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.



This course is designed to provide participants with a detailed and up-to-date overview of Creating Positive Safety Culture: Behavioral Based Safety (Certified). It covers the safety culture, principles of behavioral-based safety and human behavior fundamentals; the unsafe acts versus unsafe conditions, safety culture maturity models and incident causation models; the behavior observation process, observation checklists and effective observations; the data collection and management, data analytics in BBS, key performance indicators (KPIs) and effective safety communication; and the constructive feedback, safe behavior and employee engagement in safety.



During this interactive course, participants will learn the reporting culture, cultural diversity and behavior; the steps to implement BBS, training and competency development and leadership in BBS; integrating BBS with existing systems and overcoming implementation challenges; the technology in BBS and continuous improvement in safety culture; auditing and evaluating BBS programs; and the recognition and reinforcement systems as well as ethics and sustainability in safety culture.



Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Get certified as a “*Certified Behavioral-Based Safety Officer*”
- Discuss safety culture, principles of behavioral-based safety and human behavior fundamentals
- Differentiate unsafe acts versus unsafe conditions and describe safety culture maturity models and incident causation models
- Apply behavior observation process, develop observation checklists and conduct effective observations
- Carryout data collection and management, data analytics in BBS, key performance indicators (KPIs) and effective safety communication
- Provide constructive feedback, coach for safe behavior and apply employee engagement in safety
- Build a reporting culture and recognize cultural diversity and behavior
- Apply steps to implement BBS, training and competency development and leadership in BBS
- Integrate BBS with existing systems and overcome implementation challenges
- Identify technology in BBS and apply continuous improvement in safety culture
- Audit and evaluate BBS programs and discuss recognition and reinforcement systems as well as ethics and sustainability in safety culture

Who Should Attend

This course provides an overview of all significant aspects and considerations of behavioral safety - techniques and programs for all managers, engineers, superintendents, supervisors, foremen and other technical staff. Further, the course is suitable for those who want to have a comprehensive understanding of Behavioral Based Safety.

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Course Fee

US\$ 7,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate(s)

(1) Internationally recognized Competency Certificates and Plastic Wallet Cards will be issued to participants who completed a minimum of 80% of the total tuition hours and successfully passed the exam at the end of the course. Successful candidate will be certified as a “*Certified Behavioral-Based Safety Officer*”. Certificates are valid for 5 years.

Recertification is FOC for a Lifetime.

Sample of Certificates

The following are samples of the certificates that will be awarded to course participants:-





- (2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.

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Haward Technology Middle East
Continuing Professional Development (HTME-CPD)

CEUs

CEU Official Transcript of Records

TOR Issuance Date: 14-Nov-25
HTME No. 74851
Participant Name: Waleed Al Habeeb

| Program Ref. | Program Title | Program Date | No. of Contact Hours | CEU's |
|--------------|--|-----------------|----------------------|-------|
| HE0655 | Creating Positive Safety Culture <i>Behavioral Based Safety (Certified)</i> | Nov 10-14, 2025 | 30 | 3.0 |

Total No. of CEU's Earned as of TOR Issuance Date **3.0**

TRUE COPY

Jaryl Castillo
 Academic Director

Haward Technology has been approved as an Accredited Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2018 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2018 Standard.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking Continuing Education Units (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology is accredited by










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Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. John Petrus, PhD, MSc, BSc, is a **Senior HSE Consultant** with over **30 years of onshore & offshore** experience within the **Oil & Gas, Refinery and Petroleum** industries. His wide experience covers in the areas of **HAZOP & HAZID, HAZMAT & HAZCOM Storage & Disposal, As Low as Reasonably Practicable (ALARP), Process Hazard Analysis (PHA), Process Safety Management (PSM), Hazardous Materials & Chemicals Handling, Pollution Control, Environment, Health & Safety Management, Process Risk Analysis, Effective Tool Box Talks, Construction Sites Safety, HSSE Management System, HSSE Audit & Inspection, HSEQ Procedures, Authorized Gas Testing, Confined Space Entry & Rescue, Risk Management, Quantitative & Qualitative Risk Assessment, Working at Height, Firefighting Techniques, Fire & Gas Detection System, Fire Fighter & Fire Rescue, Fire Risk Assessment, HSE Industrial Practices, Manual Handling, Rigging Safety Rules, Machinery & Hydraulic Lifting Equipment, Warehouse Incidents & Accidents Reporting, Incident & Accident Investigation, Emergency Planning, Emergency Response & Crisis Management Operations, Waste Management Monitoring, Incident Command, Job Safety Analysis (JSA), Behavioral Based Safety (BBS)**. Further he is also well versed in Materials for **Construction & Repair of Concrete, Concrete Structures & Building Rehabilitation, Reinforced Concrete Structures Protection, Building Construction Technology, Construction Operations & Civil Engineering Services, Building Management, Building Maintenance, Construction & Concrete Works, Construction Management, Construction Materials & Testing, Construction Safety, Predictive Maintenance in Construction, Construction & Facilities Development, Buildings & Diverse Plant Infrastructure, Planning & Monitoring the Progress & Quality of Work, Physical Planning & Operations, Rotating Machinery Principles & Applications, Rotating Equipment Selection, Operation, Maintenance, Inspection & Troubleshooting, Rotating Machine/Equipment in Industry, Control Valves & Actuators, Data Analytics for Managerial Decision Making, Business Process Analysis, Mapping & Modeling, Research Methods & Analysis, Statistical Data Needs Analysis, Oil & Gas Industry Business Environment & Competitive Intelligence Gathering & Analysis, Petroleum Economics & Risk Analysis, Certified Data Analysis**.

During his career life, Dr. Petrus held significant positions and dedication as the **Executive Director, Senior Geoscience Advisor, Exploration Manager, Project Manager, Manager, HSE Engineer, Mechanical Engineer, Maintenance Engineer, Chief Geologist, Chief of Exploration, Chief of Geoscience, Senior Geosciences Engineer, Senior Explorationist, Senior Geologist, Geologist, Senior Geoscientist, Geomodeller, Geoscientist, CPR Editor, Resources Auditor, Project Leader, Technical Leader, Safety Supervisor, Team Leader, Senior HSE Consultant, Scientific Researcher and Senior Instructor/Trainer** from various international companies and universities such as the Dragon Oil Holding Plc., ENOC, MENA, ENI Group of Companies, Ocre Geoscience Services (OGS), Burren RPL, Ministry of Oil-Iraq, Eni Corporate University, Stanford University, European Universities, European Research Institutes, NorskHydro Oil Company, Oil E&P Companies, just to name a few.

Dr. Petrus has a **PhD in Geology and Tectonophysics** and **Master and Bachelor** degrees in **Earth Sciences** from the **Utrecht University, The Netherlands**. Further, he is a **Certified Instructor/Trainer, a Certified Trainer/Assessor/Internal Verifier** by the **Institute of Leadership & Management (ILM)**, a Secretary and Treasurer of Board of Directors of Multicultural Centre, Association Steunfonds SSH/SSR and Founding Member of Sfera Association. He has further published several scientific publications, journals, research papers and books and delivered numerous trainings, workshops, courses, seminars and conferences internationally.





Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 05th of July 2026

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| 0730 – 0800 | Registration & Coffee |
| 0800 – 0815 | Welcome & Introduction |
| 0815 – 0830 | PRE-TEST |
| 0830 – 0930 | Introduction to Safety Culture Definition and Elements of Safety Culture • Types of Organizational Cultures (Reactive, Proactive, Generative) • Role of Leadership in Shaping Culture • Indicators of Strong versus Weak Safety Culture |
| 0930 – 0945 | Break |
| 0945 – 1030 | Principles of Behavioral-Based Safety (BBS) Definition and Evolution of BBS • Key Principles and Philosophy • Differences Between Traditional Safety and BBS • Benefits and Limitations of BBS |
| 1030 – 1130 | Human Behavior Fundamentals Antecedents, Behaviors and Consequences (ABC Model) • Types of Behavior (Safe versus At-Risk) • Habit Formation and Reinforcement • Behavioral Psychology Basics |
| 1130 – 1215 | Unsafe Acts versus Unsafe Conditions Definitions and Distinctions • Role of Human Error in Incidents • Interaction Between Behavior and Environment • Case Examples from Industry |
| 1215 – 1230 | Break |
| 1230 – 1330 | Safety Culture Maturity Models Bradley Curve and Similar Models • Stages of Safety Culture Development • Organizational Characteristics at Each Stage • Transition Strategies Between Stages |





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| 1330 – 1420 | Incident Causation Models <i>Heinrich's Domino Theory • Bird's Loss Causation Model • Swiss Cheese Model • Application to Behavioral Safety</i> |
| 1420 – 1430 | Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i> |
| 1430 | <i>Lunch & End of Day One</i> |

Day 2: Monday, 06th of July 2026

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| 0730 – 0830 | Behavior Observation Process <i>Purpose of Safety Observations • Types of Observations (Planned/Unplanned) • Observer Roles and Responsibilities • Ethical Considerations in Observation</i> |
| 0830 – 0930 | Developing Observation Checklists <i>Identifying Critical Behaviors • Task Analysis Techniques • Designing Effective Checklists • Customizing for Different Operations</i> |
| 0930 – 0945 | <i>Break</i> |
| 0945 – 1100 | Conducting Effective Observations <i>Pre-Observation Preparation • Observation Techniques and Best Practices • Avoiding Bias and Subjectivity • Recording Observations Accurately</i> |
| 1100 – 1215 | Data Collection & Management <i>Types of Safety Data (Leading versus Lagging Indicators) • Data Recording Systems • Ensuring Data Quality and Consistency • Confidentiality and Trust</i> |
| 1215 – 1230 | <i>Break</i> |
| 1230 – 1330 | Data Analysis in BBS <i>Trend Analysis Methods • Identifying High-Risk Behaviors • Root Cause Identification • Using Data for Decision-Making</i> |
| 1330 – 1420 | Key Performance Indicators (KPIs) <i>Leading versus Lagging KPIs • Behavioral Safety Metrics • Setting Realistic Targets • Monitoring and Reporting Performance</i> |
| 1420 – 1430 | Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i> |
| 1430 | <i>Lunch & End of Day Two</i> |

Day 3: Tuesday, 07th of July 2026

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| 0730 – 0830 | Effective Safety Communication <i>Verbal and Non-Verbal Communication Skills • Active Listening Techniques • Barriers to Effective Communication • Building Trust Through Communication</i> |
| 0830 – 0930 | Providing Constructive Feedback <i>Principles of Positive Reinforcement • Immediate versus Delayed Feedback • Delivering Corrective Feedback Respectfully • Encouraging Safe Behaviors</i> |
| 0930 – 0945 | <i>Break</i> |
| 0945 – 1100 | Coaching for Safe Behavior <i>Coaching versus Supervision • Behavioral Coaching Techniques • Motivating Individuals and Teams • Handling Resistance</i> |
| 1100 – 1215 | Employee Engagement in Safety <i>Importance of Workforce Participation • Techniques to Increase Engagement • Empowerment and Ownership • Role of Peer-to-Peer Observations</i> |
| 1215 – 1230 | <i>Break</i> |





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| 1230 – 1330 | Building a Reporting Culture Encouraging Near-Miss Reporting • Removing Fear of Blame • Anonymous Reporting Systems • Recognition and Reward Systems |
| 1330 – 1420 | Cultural Diversity & Behavior Impact of Cultural Differences on Safety Behavior • Communication Across Cultures • Adapting BBS Programs for Diverse Workforces • Managing Language Barriers |
| 1420 – 1430 | Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow |
| 1430 | Lunch & End of Day Three |

Day 4: Wednesday, 08th of July 2026

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| 0730 – 0830 | Steps to Implement BBS Planning and Preparation • Gaining Management Commitment • Forming BBS Teams • Defining Program Scope |
| 0830 – 0930 | Training & Competency Development Training Needs Analysis • Developing Training Materials • Observer Training Programs • Competency Assessment |
| 0930 – 0945 | Break |
| 0945 – 1100 | Leadership in BBS Role of Leaders at All Levels • Leading by Example • Safety Leadership Styles • Accountability and Responsibility |
| 1100 – 1215 | Integrating BBS with Existing Systems Alignment with HSE Management Systems • Integration with Risk Assessments • Linking with Audits and Inspections • Compatibility with ISO 45001 |
| 1215 – 1230 | Break |
| 1230 – 1330 | Overcoming Implementation Challenges Common Barriers (Resistance, Lack of Trust) • Change Management Strategies • Sustaining Momentum • Addressing Program Fatigue |
| 1330 – 1420 | Technology in BBS Digital Observation Tools • Mobile Apps and Reporting Systems • Data Dashboards and Analytics • Automation and AI in Safety |
| 1420 – 1430 | Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow |
| 1430 | Lunch & End of Day Four |

Day 5: Thursday, 09th of July 2026

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| 0730 – 0830 | Continuous Improvement in Safety Culture PDCA (Plan-Do-Check-Act) Cycle • Continuous Monitoring and Evaluation • Feedback Loops • Benchmarking Best Practices |
| 0830 – 0930 | Auditing & Evaluating BBS Programs Internal and External Audits • Program Effectiveness Evaluation • Audit Tools and Techniques • Corrective Action Planning |



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| 0930 – 0945 | Break |
| 0945 – 1100 | Recognition & Reinforcement Systems Designing Reward Systems • Positive Reinforcement Strategies • Avoiding Unintended Consequences • Celebrating Safety Achievements |
| 1100 – 1215 | Case Studies & Best Practices Successful BBS Implementations • Lessons Learned from Failures • Industry-Specific Examples • Group Discussions and Analysis |
| 1215 – 1230 | Break |
| 1230 – 1300 | Ethics & Sustainability in Safety Culture Ethical Considerations in BBS • Balancing Productivity and Safety • Long-Term Sustainability Strategies • Corporate Social Responsibility |
| 1300 – 1315 | Course Conclusion Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course |
| 1315 – 1415 | COMPETENCY EXAM |
| 1415 – 1430 | Presentation of Course Certificates |
| 1430 | Lunch & End of Course |

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:



Course Coordinator

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