

PEOPLE DRIVEN **SAFETY**



# Back ground

JvR Safety is a safety research, consulting and training company with the fundamental purpose to facilitate our clients toward establishing a reputable safety culture and safety mindset, conducive to sustainable safe, qualitative and productive workforce behaviours.

The JvR Safety team has vast experience across five continents in numerous industries and have held various positions as Divisional MD's of international consultancy firms, globally involved in total risk management solutions, human-related business interventions, training, assessments, in-depth research projects and culture surveys focusing on the human factor, the quest to improve total worker wellness, transformation processes, as well as leadership development. Many companies gained from their expert advice in the fields of participative management/employee empowerment, communication-, negotiation- and culture strategies, HR and IR relationship strategies, organisational development, behaviour-based health and safety management and strategies, as well as strategic facilitation skills. They performed the research behind, and developed, developing business diagnostic measurement tools such as the CDP™, CES™, SafeHuman™ and PDS™.

JvR Safety consists of well-known and reputable experts, locally and globally, in the field of People Driven Safety Culture Transformation Solutions, and many companies have, and currently are, benefiting from their valuable contributions.

#### SOME OF THE REPUTABLE COMPANIES ARE:

**MINING:** Anglo Gold Ashanti, Anglo Platinum, Anglo Coal, Coaltech 2020, Sasol Coal, AGA Africa, De Beers and Ma'aden (Saudi Arabia)



**INDUSTRY:** Sasol, Mittal (SA & Mexico), BHP Billiton, Samancor, Murray & Roberts, Transnet, MRN (Brazil) and ARAMCO (Saudi Arabia)



**SERVICE INDUSTRY:** ABSA, Standard Bank, Wesbank, Old Mutual, Sanlam & MCell (Moz)



JvR Safety never loses sight of the fact that apart from being an act-driven function where the accountability lies with the CEO, safety will forever be the main drive in any company on a social and humane level – ensuring that every employee goes home safely each evening to his or her family, alive and well. With that in mind, JvR Safety has a broad focus spanning over various industries such as mining, large industrial manufacturing and the motor industry - in Africa, the Middle East, and the North, South and Central Americas.

## Organisational Structure

#### The JvR Africa Group of Companies



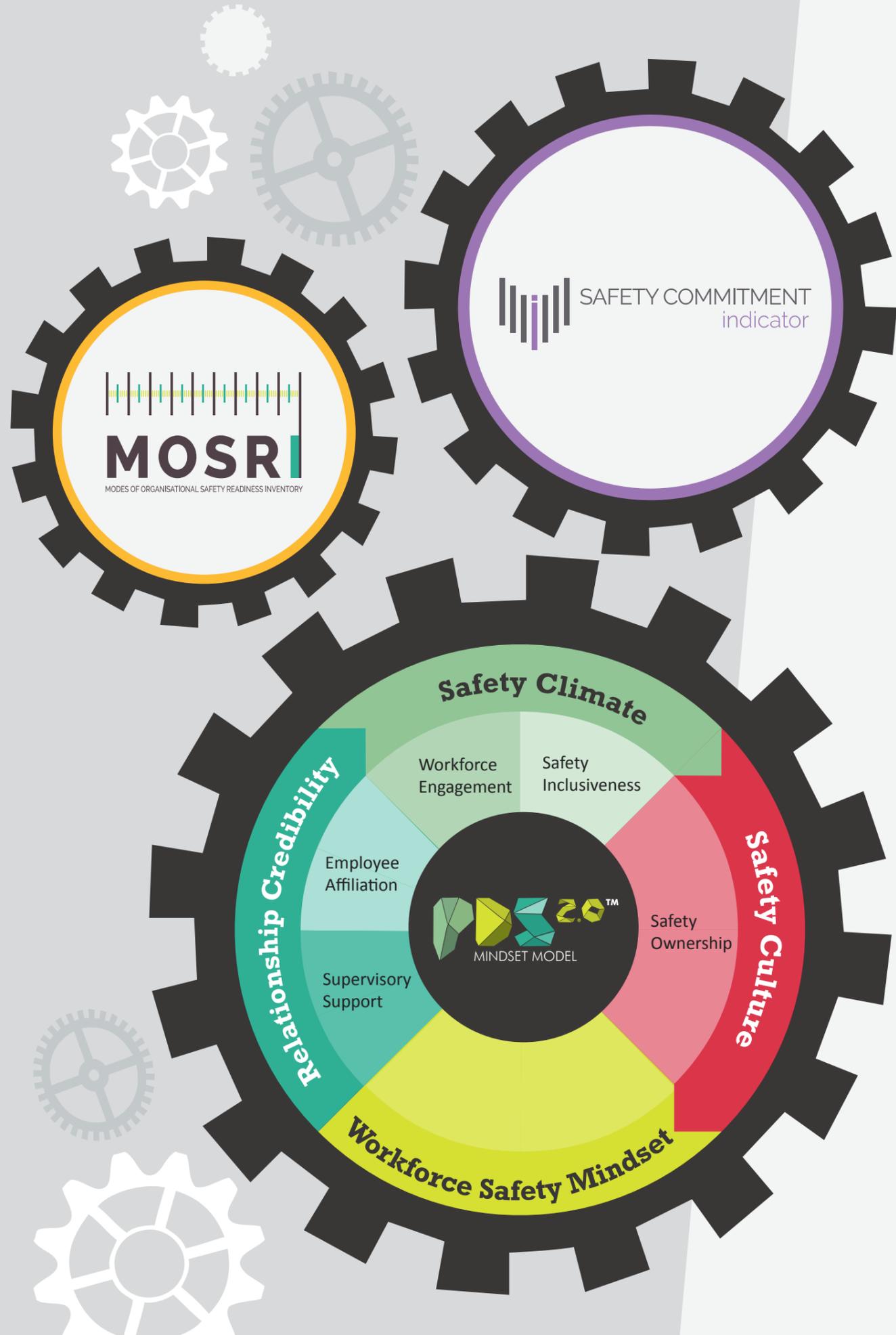
Taking the whole JvR Africa Group Structure into consideration, JvR Safety has an unique and wide variety of support services such as Psychometric Assessments, the translation and insight gained there from, Behavioural training and Consulting Psychologists.

# The JvR Safety Competitive Edge

JvR Safety's competitive edge lies in its thoroughly researched and globally tested methodology known as People Driven Safety (PDS™). It comprises of four phases, supported by the PDS™ Process Software, and has as its goal, the transformation of the safety culture to a level where all employees, with a strong focus on the Supervisory level, have a high level of positive self-persuasiveness and internalisation toward safety and productivity.

## People Driven Safety Process





# People Driven **Safety** Diagnostic Measurement

The People Driven Safety Diagnostic Measurement is a globally utilised and statistically validated questionnaire, used to determine an organisation's status quo within three separate, yet interdependent, fundamental elements of safety culture.

The three fundamentals include safety commitment; organisational readiness to embrace safety values & change; and the safety mindset of the workforce.

## THE PEOPLE DRIVEN SAFETY DIAGNOSTIC MEASUREMENT COMPRISES OF THREE DIAGNOSTIC COMPONENTS TO MEASURE THESE FUNDAMENTAL ELEMENTS:



### THE SAFETY COMMITMENT INDICATOR

The Safety Commitment Indicator measures the degree to which employees perceive the organisation's commitment to safety.



### THE MODES OF ORGANISATIONAL SAFETY READINESS INVENTORY

MOSRI measures the degree to which organisations are ready to implement, internalise and enforce safety values.



### THE PDS2.0 SAFETY MINDSET MODEL

The PDS2.0 Safety Mindset Model measures the critical dimensions impacting the safety mindset (motivational intent) of a workforce in the short- and long run, including Relationship Credibility, Safety Climate and Safety Culture.

The three fundamental elements of the People Driven Safety Diagnostic Measurement model have a direct impact on each other's performance. An organisation's level of safety commitment will have a direct bearing on the level of readiness to change within the workforce. An organisation's readiness to implement, internalise and enforce safety values will have an immediate effect on the workforce's safety mindset.

# Safety Mindset Explained

The **SAFETY MINDSET** of an organisation is ultimately determined by the credibility of the relationships among the workforce. This facet is referred to as **RELATIONSHIP CREDIBILITY**, as depicted in the PDS 2.0™ Mindset Model. Relationship Credibility determines the **SAFETY CLIMATE** (work life experiences) consisting of the workforce's attitude toward their job, organisation, and also the physical safety work environment. This will lead to a set of Perceived Values, which will become the workers' Common Beliefs (**SAFETY CULTURE**) and therefore directly influence behaviour and safety mindset.

The Safety Mindset Index therefore represents a score between zero and a hundred, depending on the current Safety Mindset of the organisation. Based on the results of the survey, various categories are explained, ranging from having a fatalistic mindset to a world-class mindset.



A **HIGH SAFETY MINDSET INDEX** (a strong motivational intent) score indicates an inspirational work environment, a supportive work culture, positive team morale as well as employee responsibility & commitment towards performance excellence in safety, quality and productivity.



A **LOW SAFETY MINDSET INDEX** (a weak motivational intent) score reflects a potentially immature work relationship, potentially destructive work culture and to a degree demoralised & demotivated employees or pockets of employees (teams), with a lack of responsibility and commitment to continuously perform safe and productive behaviours – such a work atmosphere has the dangerous potential to strengthen a fatalistic attitude/approach toward safety and work.

# Success Stories



AngloGold Ashanti currently has interest in three gold mining operations in Mali, Morila, Sadiola, Yatela, all located in the southern part of the country.

A SafeHuman culture measurement (PDS™) was carried out at AngloGold Ashanti's three operations in Mali (Morila, Sadiola and Yatela). The measurement revealed that the initial safety mindset index for Sadiola Mine was 44% and Yatela 40%. Furthermore, it was found that more than 50% of their employees perceived safety fundamentally as a specialised function, raising concern for management.

After the implementation of corrective action planning, safety coaching, safety training and safety awareness programmes in the community, the Safety Mindset index for Sadiola Mine increased to 67%, while the corresponding figure for Yatela increased to 65%.



Situated in the Peruvian highlands region of Ancash & produces 30 % of Peru's copper and 20% of its zinc.

A SafeHuman culture measurement (PDS™) was conducted at Antamina Copper Mine, Peru. It was found that the initial safety mindset index was 52% and the recordable accident rate was 15,47 per million man-hours. The outcome of the measurement led to safety training, safety coaching, safety activity monitoring and corrective action planning and implementation. After the three years of implementation, the safety mindset index increased to 73,6% and the recordable accident rate improved to 4,59 per million man-hours, a 337% improvement.

# Other Products & Services



## SBC™

JvR Safety's fundamental purpose through Safe Behaviour Coaching is to facilitate the establishment of a safety culture and caring support through safety behaviour coaching. It will assist individuals to address safety issues in the workplace with focus on correct workforce behaviours. Through consistent implementation of this new skill, workers will be embarking on a journey of self-discovery and transformation from within, thus 'self-persuasiveness' vs. 'tell & do'.



## ARM™ - AT RISK MONITOR

ARM™ is an online program utilised to promote and improve safe behaviours. ARM™ is based on the fundamentals of the ABC's of behaviour model and assists in changing unsafe behaviours with positive reinforcement. This is done by identifying At-Risk behaviours and underlying causes. The process is managed over a period of time with an online system by specifying solutions to those identified risk behaviours and action plans that could be monitored from time-to-time. This will allow responsible people to follow-up on non-performance during the process.



## ccAUDIT™

The ccAudit™ software provides a tool for setting up, capturing, managing and storing the different aspects of any type of audit and related information. The ccAudit™ software consists of two applications; ccManager™ and ccViewer™. The ccManager™ application is the core audit system where all audits are created, stored and reported on, it also contains the registration system to register the viewers and users. The ccViewer™ application is a document viewer. It allows the user to open audits and capture findings. The ccAudit™ Software is great for a single department or location, yet scalable to address multiple locations, business units, regions and global operations.



## MOSRI

The Modes of Organisational Safety Readiness Inventory (MOSRI) measures the level of organisational safety readiness in organisations. Organisational safety readiness is the degree to which an organisation embraces safety as a core value at all levels in the organisation. Additionally, the level of organisational safety readiness indicates to what degree organisations are ready to implement and enforce safety values. It further explains to what extent the organisation will internalise safety interventions, reward for safe behaviour, and/or live safety values.



## SAFETY PSYCHOMETRIC ASSESSMENTS

JvR Safety offers safety psychometric assessments, managed by JvR Psychometrics, with the purpose to determine individual's propensity for risk-taking behaviour and to improve safety in an organisation by assessing thinking patterns that underlie safe behaviour at work.

JvR Safety & JvR Psychometrics are happy to partner with clients who are interested in conducting predictive studies using the Worksafe Predictor and WRISc Assessments in their organisations.

## SAFETY RESEARCH DIVISION

The research team are specialists in their own right - well known for their academic and professional capabilities. They regularly publish articles and present at conferences on the research done at JvR Africa, for the JvR companies or in partnership with professional colleagues.

This research may take the form of validation studies, applied research studies, or even basic research. The team also lectures at Universities and advises clients on evidence-based Psychology. They are also test developers working hard to establish a unique and high-quality series of JvR assessments. The research team publishes technical reports, book chapters, journal articles and do regular conference presentations in order to allow public access to the latest research information. JvR Psychometrics also works closely with Universities and provides support to students doing research.

## WHAT ARE YOU DOING WITH YOUR DATA?

Analytics refers to identifying trends and relationships within applied psychology. These trends build on the insights obtained from research done on datasets already available within the workplace. Analysing workplace data can provide valuable insight into, for instance, the effectiveness of recruitment processes, identifying development needs of employees or highlight factors that drive employee engagement.

## RESEARCH DONE

### TEST DEVELOPMENT

The research team creates a range of assessments; addressing client needs and providing local assessment solutions for our clients.

### NORM DEVELOPMENT

The research team works closely with our international partners in adapting and standardising assessments to suit the required context.

### APPLIED RESEARCH

The research team conducts research in applied settings.

### PSYCHOMETRIC RESEARCH

The research team conducts validation studies on the assessments it distributes.

# Contact Us

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JvR Safety forms part of the JvR Africa Group



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BEE level: 4