



SWITCH ON TO SAFETY EXCELLENCE

DuPont Sustainable Solutions

Opportunities and challenges

Whilst medical professionals provide the utmost care for patients, evidence suggests that their own safety is too often compromised¹. Many medical professionals see their work as a vocation and will therefore often help patients without considering their own personal safety. The medical profession is also one that is full of traditions – they're used to doing the same thing year after year - even though there may be safer ways.

It is quite normal for medical professionals to see an injury to themselves as trivial when compared with what their patients are experiencing. Coupled with the fact that medical professionals at times 'self-treat', we find that workplace injuries often go unreported in the healthcare industry. This means we don't get the opportunity to provide the best possible care for staff when they are injured, or to learn about underlying dangers which may lead to further injuries.

Hospitals place a significant focus on operational discipline; ensuring strict processes exist to ensure patient safety and care. But those processes created to protect their most valued resource – their staff - can sometimes lack the same focus as those designed for their patients.

Now is the time to improve staff safety and reap major benefits for staff, patients, and your organisation's bottom line.

Achieving sustainable safety performance

The greatest challenge in creating a sustainable business is instilling what DuPont calls 'Visible Leadership', a great way of being with employees and a model for leading them.

Visible leaders motivate their people to think and behave in ways that are consistent with what is important for the organisation and their personal safety.

Visible leadership is the key to achieving sustainable safety performance. It engages workers so they come to work with the mindset of proactively preventing incidents rather than a mindset of just being safe.

In order to take the first step towards a workplace with great safety programs, leaders must see safety leadership as a privilege rather than just another responsibility. The goal is to create a level of intrinsic motivation and operational discipline where people follow the rules because they want to rather than because they have to.

Visible leadership is the building block in constructing trust and real-world relationships among employees, customers, shareholders and communities. Visible leadership is:

- easily observable
- makes a positive impression on those who see it
- demonstrates the leaders personal commitment
- pervades the organisation
- affects and involves everybody associated with the organisation

While the principles of visible leadership and achieving sustainable great safety performance are conceptually quite simple, changing an organisation's ingrained attitudes and behaviours takes a lot of work, extreme commitment by the leaders, and expert guidance.

¹ Safe Work Australia - Work health and safety statistics:
Incidence rates of serious claims by industry and jurisdiction, 2012–13p
Hospitals = 18 claims per 1000 employees
All industries = 11.1 claims per 1000 employees

Now is the time to Switch On to Deliver Safety Excellence

Nobody goes to work planning to hurt themselves yet despite all the procedural and behavioural reinforcement measures in today's work environments, incidents still happen.

DuPont knows that only an integrated approach; one that involves every individual in your organisation can work to transform your organisation.

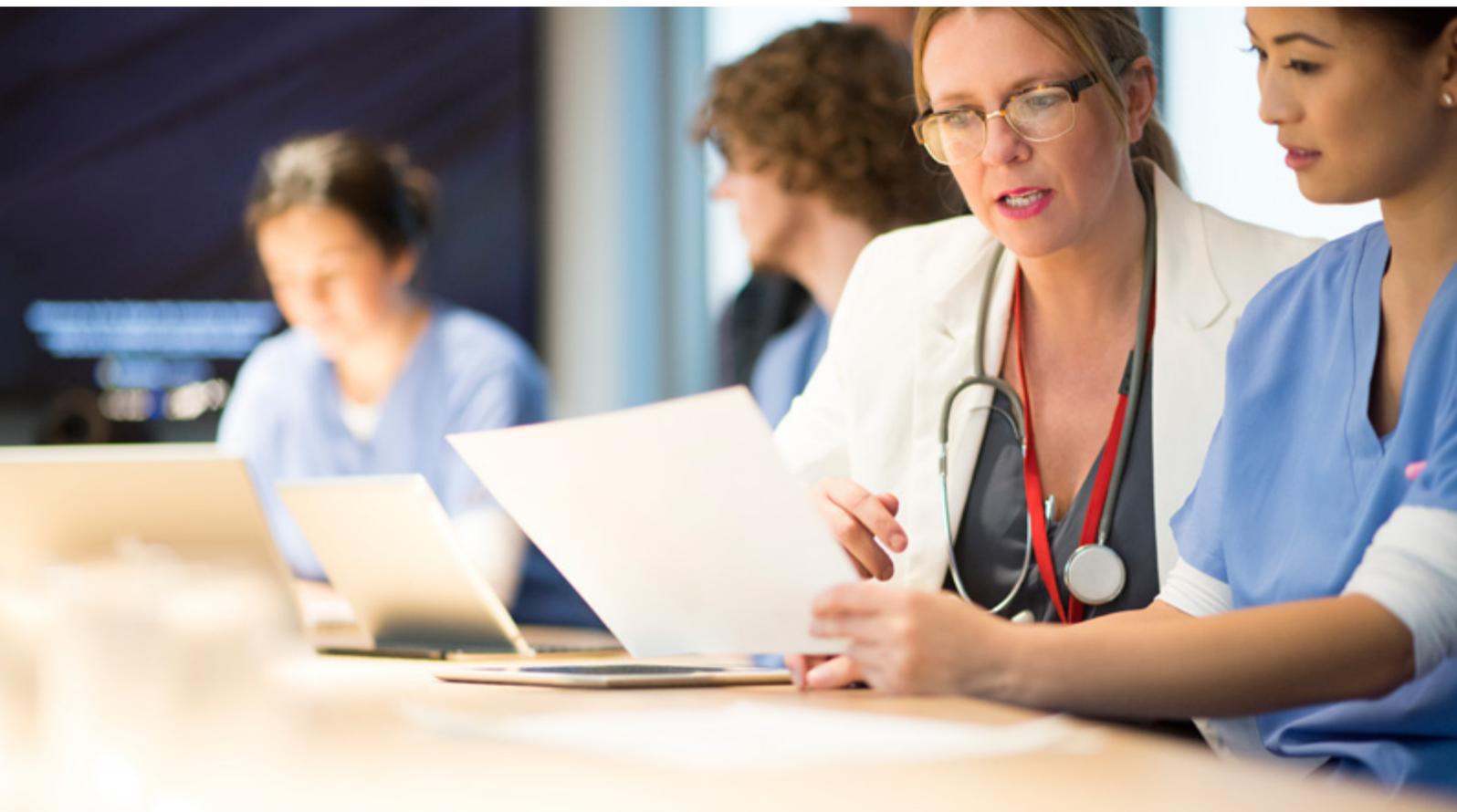


The DuPont Integrated Approach

The DuPont Integrated Approach (DnA) delivers stronger safety leadership capability, as a fully integrated component of your organisation strategy and operations. The safety strategy builds on over 200 years of DuPont experience as an owner/operator as well as knowledge gained from thousands of safety engagements with clients around the world and the most current thinking in behavioural science and cognitive and awareness-based elements. It's a fusion that results in effective real world safety solutions for any work environment.

How can DuPont help?

- Together we will Switch On your leaders and your people to achieve safety excellence.
- We bring unrivalled hands-on subject-matter experts to work by your side, unleashing the potential of your people.
- As a company, we've transformed ourselves, changing our own mindsets and behaviour to unlock dramatic improvements in safety, productivity, environmental performance and the bottom line.
- Harnessing this innovative, leading-edge thinking and experience, we will uncover opportunities to advance your systems, capabilities and culture.
- Together we will propel your operation ahead of your industry.





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Contact DuPont

To discuss how DuPont can Switch On your leaders and your people to deliver safety excellence, contact us:

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About DuPont Sustainable Solutions

DuPont Sustainable Solutions is one of 12 DuPont businesses. Bringing customers the benefits of integrated global consulting services and process technology enterprise, it applies DuPont's experience, history of innovation, problem-solving success, and strong brands to help organisations transform their workplaces and work cultures to become safer, more efficient and more environmentally sustainable. Additional information is available at: www.sustainablesolutions.dupont.com.

DuPont has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders, we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit: www.dupont.com

