Noble Corporation has Made Safety an Integral Part of their Company Culture with the Help of the DuPont™ Safety Training Observation Program™ (STOP™)

Challenge

Noble has been using STOP™ for Supervision and STOP™ for Employees since 1992, experiencing good results with these programs. However, in recent years, Noble — like others in the offshore drilling industry — began experiencing an increase in incidents due to increased activity and turnover.

Noble needed to refocus on the foundations of the company’s safety management system. It wanted to elevate the company mindset around safety and integrate it into the company culture so that it would become a part of every activity.

Solution

In 1999, Noble implemented Advanced STOP™ from DuPont to help them refocus. Advanced STOP™ built on the groundwork of the earlier programs, providing specific tools to assist them in developing an integrated safety culture. The company also retrained all employees in the Gulf Coast Division on STOP™ and the use of Job Safety Analysis tools.

“We’ve made tremendous leaps as far as keeping people safe. The numbers speak for themselves.”

— Tony Luna
Health, Safety, Environment and Quality Manager
Gulf Coast Division, Noble Drilling U.S. Inc.
At Noble Corporation, Safety is a Value that Will Not be Compromised

Noble’s safety philosophy throughout the company begins with upper management’s strong commitment to safety. Company supervisors are responsible to ensure active involvement in safety. From the first day on the job, Noble employees understand that they are expected to work safely. Active participation in safety meetings, a positive safety atmosphere on the rigs and safety-focused supervisors continue to drive the company’s safety philosophy and the safe behavior of all employees.

At Noble, every employee takes responsibility for safety as well. Individuals go beyond the call of duty to identify unsafe conditions and at-risk behaviors — and intervene to correct them. Safe work habits and practices are supported with rewarding feedback. Team members actively care about safety for themselves and each other. Safety is not considered a priority that can be conveniently shifted depending on the demands of the situation; rather, safety is considered a value linked with every priority of any situation.

Employees are involved through daily, weekly and pre-job safety meetings. In addition, employees in the Gulf Coast Division use safety tools that include Job Safety Analysis, Noble Check Program, Work Permits and DuPont™ STOP™.

International Recognition for Safety Efforts

Noble’s safety management efforts have been recognized by numerous safety and industry awards. In 2004, Noble was the inaugural winner of the international Robert W. Campbell Award given by the National Safety Council. Noble Corporation was selected for demonstrating exceptional leadership and business performance by integrating safety, health and environmental excellence into its operations.

The company was also the winner of the National Ocean Industries Association (NOIA) Safety in Seas Award in 2005 in recognition of its outstanding contribution to the improvement of safe operating procedures in the ocean industries. The award recognizes Noble’s successful linkage of health, safety and environmental practices with overall business performance through “The Noble Way Management System.”

A blue-ribbon panel of judges from the U.S. Coast Guard, U.S. Minerals Management Service (MMS) and the National Academy of Sciences Marine Board cited Noble’s dramatic overall improvement of the corporate safety culture and implementation of stringent safety standards in its global operations.

The company also received the MMS 2006 National Safety Award for Excellence (SAFE) for Drilling Contractors. Presented annually, the SAFE award recognizes outstanding performance in safety and environmental protection by companies in each of four categories: operator with high activity, operator with moderate activity, drilling contractor and production contractor.
Results

This refocus resulted in a step-change improvement in Noble’s injury rates. From 1999-2002, the total recordable injury rate (TRIR) at Noble dropped by 60 percent. Current safety performance also continues to improve. The company has achieved a safe work environment where employees can devote more time to creating even safer, more efficient operations.

The company has established a strong safety culture supported by the belief that all people deserve a future, and have the right to return home safely to their loved ones.

Offshore Operations Have No Room for Safety Incidents

Noble has great value for the integrated approach of the DuPont™ STOP™ programs. The company began its program with STOP™ for Supervision, building value for safety with their leadership. Supervisors at Noble are located on the rigs, where they coordinate all safety training activities and keep an alert watch for safe and unsafe acts or conditions.

STOP™ for Employees spread the concepts to all Noble employees. The emphasis on communication and caring helps employees maintain a positive safety atmosphere on the rig and prevent incidents. All employees are actively involved in improving safety, and perform weekly safety audits.

Employee safety steering committees are another important component of safety on the rigs. And, employees who see unsafe behaviors and report them get recognized. “We stress that employees don’t need to be supervisors to be safety leaders,” explains Tony Luna, Health, Safety, Environment and Quality Manager, Gulf Coast Division, Noble Drilling U.S. Inc.

Once the value for safety was established, Noble used Advanced STOP™ to hone employee skills and teach them how to work proactively on safety. They look at audit results, comparing safety performance and sharing safety alerts across all the rigs, looking for ways to prevent incidents. In fact, visitors to Noble rigs are issued STOP™ audit cards to help them record safe and unsafe behaviors. Everyone at Noble understands that working safely is an expectation; safe and efficient rigs are the goal. “When you’re 175 miles from shore on a rig, a hospital is not readily accessible. That’s part of the reason why it’s so important that we have a strong safety focus,” emphasizes Luna.

“We have implemented STOP™ in Canada, the United States, Mexico, Brazil, Nigeria, Qatar, the United Arab Emirates and across the North Sea and find that it has the desired effect regardless of culture or demographics. I would recommend the use of STOP™ to any safety professional seeking to improve safety performance in the workplace.”

— Kerric Peyton
Corporate Manager of Health, Safety and Environment
Noble Corporation
Noble Corporation is a leading provider of diversified services for the oil and gas industry, and one of the largest offshore drilling contractors in the world today. It provides technologically advanced drilling-related products and services designed to create value for its customers. The company celebrated its 85th anniversary in 2006 and employs over 5800 men and women worldwide. Noble performs contract drilling services with the company’s fleet of 63 offshore drilling units located in key markets worldwide. Approximately 84 percent of the fleet is currently deployed in international markets, principally including the Middle East, Mexico, the North Sea, Brazil, West Africa and India. The Gulf Coast division has 872 employees and 15 offshore rigs.

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or visit us at

www.safety.dupont.com

Nothing is more important than making sure your employees come home safe.

You can help your employees build a sustainable safety culture with the Safety Training Observation Program (STOP™) family of products from DuPont. STOP™ is the most popular and successful workplace safety training on the global market today. This proven series teaches positive communication and workplace safety auditing skills for observing people while they work, reinforcing safe work practices and correcting unsafe acts and conditions.

And it’s all offered through an industry relevant, top-down and job-focused interactive approach that helps make safety second nature. For more than 30 years, the STOP™ family of products has been helping businesses prevent injuries. Join the thousands of companies and government organizations worldwide who realize the benefits of this program as real dollars and cents. See for yourself how DuPont is helping to provide people with the safest workplace possible.

“The true value of STOP™ is that it helps our people go home safely to their families.”

— Tony Luna
Health, Safety, Environment and Quality Manager
Gulf Coast Division, Noble Drilling U.S. Inc.