



THE RISK FACTOR

DuPont's new personal risk awareness solution that applies the latest research in neuroscience and decision making

DuPont
Sustainable Solutions





RISK. IT'S ALL AROUND US.

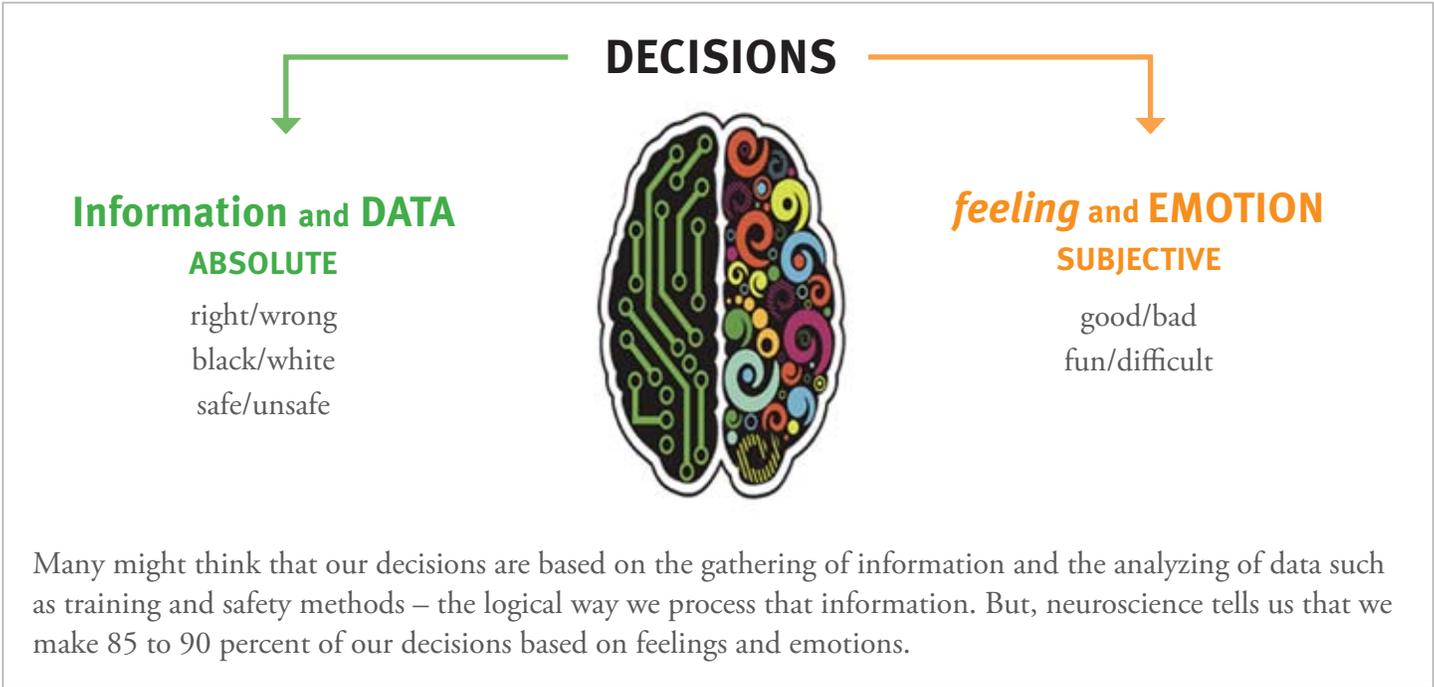
Every organization is on a safety maturity curve, striving toward improved risk management and safety performance. To guide us along the journey and move us forward, we develop rules and regulations, implement processes and procedures, create safeguards and deliver training. Despite all of the systems, equipment and training, we are still willing to take risks.



WHY DO WE TAKE UNNECESSARY RISKS?

The answers lie in our motivations, our mindsets, and even, in our emotions.

New research in the areas of neuroscience and affective psychology details the role that feelings and emotions play in our decision-making process. This research suggests that we make thousands of decisions every day – including risk-based decisions. Up to 90 percent are made automatically and intuitively and are reinforced through feelings and emotions.





ELEVATING SAFETY AFFECTIVELY.

The Risk Factor applies this new research to help organizations systematically improve the safety and well-being of their employees. This innovative personal safety awareness program helps workers elevate their awareness and reduce unsafe decisions and behaviors by making conscious, deliberate choices when it comes to risk.

The Risk Factor consists of four modules: *Own It!* *Choose It!* *Change It!* and *Champion It!* These modules work together to build a better understanding of human motivational factors and the subsequent impact on the decision-making process.

- The *Own It* module challenges the preconception that decisions and actions fall into one of two categories: safe or unsafe. Instead it deals with the fact that most situations do not present us with absolutes, but with varying degrees of risk. We are all risk takers. Participants begin to realize the number of decisions they make daily and what influences their subconscious decision-making.
- *Choose It* illustrates how people choose elements that govern their risk choices, from rewards to emotions and other drivers. This module introduces the tools employees need to make a deliberate choice to reduce personal risk.
- The *Change It* module sets out to alter the way in which people perceive, approach and analyze risk. Participants learn how to change their decision-making process and their relationship to risk, through conscious actions.
- A fourth module, called *Champion It*, is specifically designed for supervisors to help them reinforce elements from The Risk Factor workshops among employees.



At the end of The Risk Factor program, your employees will discover ways to reduce the number of risky decisions they make as they learn to **OWN** the fact that they take risks, **CHOOSE** safer behaviors, and **CHANGE** their behavior related to risk. Your leaders and supervisors will learn how to **CHAMPION** their employees, influence the decision making process, and in turn reduce unnecessary levels of risk.



WHY CHOOSE THE RISK FACTOR?

- Improves personal accountability for safety by helping employees understand how they interpret and respond to the world around them.
- Addresses the human element, helping identify and influence how individuals feel and act when it comes to risk.
- Provides the tools to help your employees make safer decisions and elevate safety performance to the next level.

Call **800-861-7668** for more information.



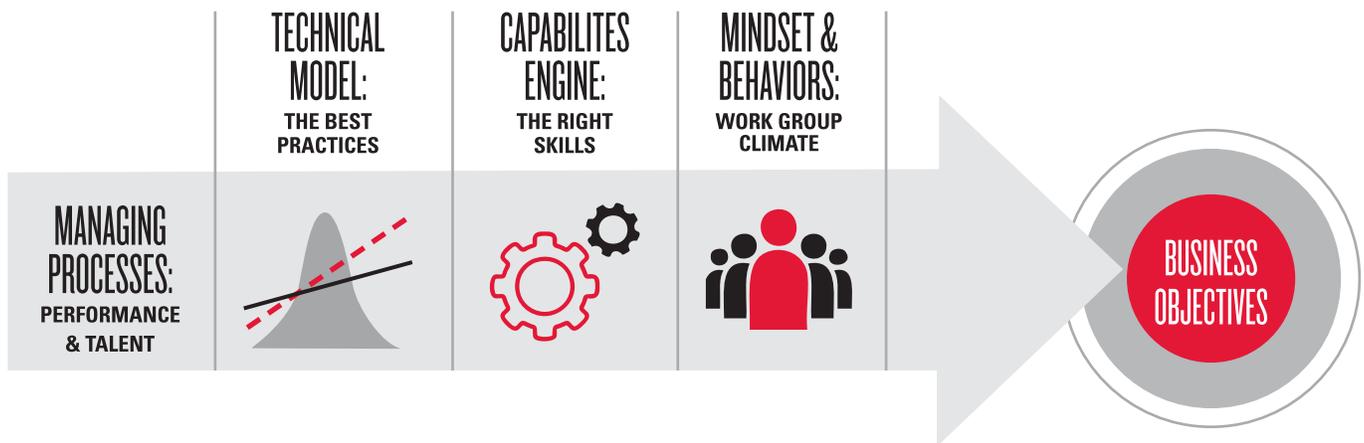
THE RISK FACTOR AND OPERATIONAL RISK MANAGEMENT

An organization must protect the people, assets and environment that are part of its operations in order to sustain and continuously achieve its objective of generating revenue and delivering value.

To achieve the expected business outcomes of zero incidents and zero injuries, DuPont Sustainable Solutions (DSS) applies an integrated approach that addresses all the elements of an Operational Risk Management System.

The Risk Factor is a component of the capability building dimension as it reaches the whole organization from shop floor to leadership.

It goes beyond the traditional drivers of safe behavior – logic, reason and rational thinking. Instead, it focuses on the role of past experiences and feelings and emotions as a primary source of motivation and decision-making, which in turn impacts the Mindsets and Behavior dimension of the system.



For more information on DuPont Sustainable Solutions call us at 800-861-7668 or visit us at www.sustainablesolutions.dupont.com or www.training.dupont.com.



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