THE RISK FACTOR
DuPont’s new personal risk awareness solution that applies the latest research in neuroscience and decision making

DuPont Sustainable Solutions
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.

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.

Many might think that our decisions are based on the gathering of information and the analyzing of data such as training and safety methods – the logical way we process that information. But, neuroscience tells us that we make 85 to 90 percent of our decisions based on 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 five modules: Own It! Choose It! Change It! Champion It! and Lead 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 come with varying degrees of risk. 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.

- Lead It helps employees develop an understanding of authentic, persuasive, peer-to-peer leadership to inform, inspire and influence co-workers to reduce personal risk. This module helps sustain the principles of The Risk Factor and is deployed three to six months following the other modules.

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, CHANGE their behavior related to risk, and LEAD others to better decisions. 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.