

COGNITIVE MINIMIZATION



Safety Symposium and Networking Event

“We shall require a substantially new manner of thinking if mankind is to survive.”

Albert Einstein

The Power of the Brain: Taking Safety to the Next Level

Despite making significant safety improvements in heavy industries over the last 20 years, incident data suggest that there has been a recent plateauing of injury rates around the world. Mature businesses have already invested heavily in the environment and practices components of their organizations to advance safety and drive down injury rates. However, further improvement in safety performance is likely to lie with the true engagement and involvement of people ‘trying something new’ instead of simply more of the same.

Einstein, one of the greatest brains in history, knew back then what each of us on the journey to Zero Harm workplaces are well aware of today—to truly take workplace health and safety to the next level, we must substantially rethink the way we do things.

At heart, psychology and neuroscience are interested in examining how to influence change and, as such, both have lessons for the field of safety. Michelle Brown will share with us what the latest findings in these arenas tell us about thinking smarter for safer workplaces and how changing our brains can and will lead to change in our safety results.

When: Wednesday, August 11, 2010
2-4pm Safety Symposium
4-6pm Industry Networking Cocktail Party

Where: Hyatt Regency, 1200 Louisiana Street, Houston, TX 77002

Who: Sentis would like to invite executive leaders in Health and Safety, Operations, Maintenance, Project Management, Human Resources, Training & Development from the Mining, Utilities, Construction, Oil & Gas, and Resource sectors invested in seeing their organizations become safer, more efficient and productive.

Cost: The best part is that this entire event is FREE and features an international speaker and an industry networking Cocktail Party.



Michelle Brown is a registered Psychologist who earned her degree from the University of Queensland in Australia. She has provided specialist consultation to a wide range of industries including utilities, mining and metals, construction, fabrication, oil & gas and aviation. Her work extends to individuals, groups and organizations across Australia, Canada, New Zealand, Africa, and throughout the United States. Most recently, Michelle presented the keynote address at the Queensland Government Zero Harm conference in Australia.

As a senior Psychologist for Sentis, Michelle draws upon her professional experience and the last 70 years of neuropsychological research to offer heavy industries an insight into why smart people make unsafe choices, and how to change them. She currently resides in Denver, Colorado.

To register for this event, please click on the RSVP button below.

