



BUSINESS CASE · BEHAVIOR REINFORCEMENT · EHS & ZERO-HARM

Sustaining the daily behaviors that make zero-harm real

Why safety programs plateau after the easy wins — and how a 21–30 day micro-behavior platform turns BBS, near-miss reporting, and stop-work authority into the daily acts that actually prevent injury.

PREPARED FOR

EHS leaders · Site directors · Operations VPs

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your safety program does not have a methodology problem. It has a **behavior sustainment problem**. Why safety programs plateau after the easy wins — and how a 21–30 day micro-behavior platform turns BBS, near-miss reporting, and stop-work authority into the daily acts that actually prevent injury.

94%

FRONTLINE ADOPTION

89%

NEAR-MISS REPORTING

85%

STOP-WORK USED

96%

WOULD RECOMMEND

Benchmarks drawn from comparable deployments. Numbers above are illustrative for this use case.

The thesis in one line

Safety procedures define the rule. Behavior reinforcement is what turns the rule into the act a worker performs at 6:47 a.m. when no one is watching.

The problem safety leaders keep paying for

Every EHS leader we talk to describes the same plateau. The program changes; the curve doesn't.

Where the gains leak

- **BBS observation decay.** Observations get logged; coaching conversations don't.
- **Near-miss silence.** People stop reporting once it feels paperwork-heavy.
- **Stop-work hesitation.** Authority exists on paper; psychological safety doesn't.
- **Toolbox-talk fatigue.** Daily talks get checked off; behavior doesn't move.
- **Recordable rebound.** Every gain comes back the quarter you stop pushing.

The solution: a daily 5-minute practice

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing programs. It does not replace your tools, your training, or your leaders. It does the one thing none of those were designed to do at scale: **drive the daily behaviors that turn a program into a habit, and a habit into a culture.**

AIM

Pick the 3–5 frontline behaviors that drive your leading safety indicators.

ALIGN

Configure 21–30 days of micro-prompts built for shift work and PPE.

ACHIEVE

Daily 3-minute practice — pre-shift, mobile-first, peer-visible.

SUSTAIN

Behavior data feeds your existing EHS dashboards, by crew and site.

What it's worth on a 2,000-worker operation

- One avoided recordable typically covers a year of program cost across a site.
- Insurance and EMR trends respond to leading indicators long before lagging ones.
- Workforce trust in safety culture is the largest unmeasured retention driver.

Next step

Pilot one site, one crew.

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