



For More Information:

Vivien Wang  
(650) 587-0110  
[vivienw@dbo2.com](mailto:vivienw@dbo2.com)

## **DBO2 FEATURED ON BETTER PROCESS PODCAST**

### **Barry Nelson Discusses the Benefits of Measuring Human Error in the Workplace**

SAN CARLOS, CALIF. (March 7, 2008) – Barry Nelson, President and CEO of Design Build Own Operate Inc. (DBO2), was the featured guest on the Better Process Podcast on February 25, 2008. Host Ken Rayment interviewed Nelson to discuss how companies can reduce, and lower the cost of human error in the workplace, by measuring the systems and processes that drive it.

“Ninety percent of all injuries in the workplace are related to human behavior. About 80 percent of those human behaviors are driven by systems and process issues that triggered that behavior. So if you can get upstream and look at the leading indicators that activate this error-inducing behavior, you’re in a position to make some real progress toward injury reduction,” says Nelson. “Best-in-class companies today are deliberately shifting from looking at lagging indicators, like worker injuries, to evaluating leading indicators – the causes and contributing factors that drive these injuries.”

DBO<sup>2</sup>’s leading product, SafetyNet, helps companies at risk for catastrophic loss to track and measure the leading indicators in their safety systems—and to evaluate how effective, affordable and sustainable these systems are on an ongoing basis.

## **DBO2 FEATURED ON BETTER PROCESS PODCAST—PAGE TWO**

“We’re in the business of helping people collect, analyze and distribute the little pieces of information that are collected today through inspection reports, audit reports, checklists and observations. Most importantly though, we provide world-class statistical analysis of those pieces of information, and enable all levels of the organization to act quickly and effectively,” added Nelson.

The Better Process Podcast is the brainchild of Ken Rayment. “American manufacturing is the engine of our economy,” says Rayment. “The best of the best are starting to use leading indicators vs. lagging indicators to make improvements across many different business segments. As a Six Sigma Black Belt working in industry, I got tired of hearing only bad news about American manufacturing. I launched the Better Process Podcast to share the success stories and be the voice of the small and mid-sized manufacturing firm. Nelson’s focus on leveraging technology to affect wide-spread system and process change is the kind of innovation that drives manufacturing forward. This is exactly the kind of story I want to tell on my program.”

The free podcast is available at <http://www.podcasternews.com/bpp/4942/>

###

### **About Design Build Own Operate Inc. (DBO2)**

DBO2, located in San Carlos, CA, was founded in October 2001 and has emerged as a leader in measuring human error and its consequence in the workplace. DBO2 is a wholly owned subsidiary of Industrial Scientific Corporation, sharing a joint vision of “preserving human life on, above and below the earth.” With more than 32 million observations, DBO2 has amassed the largest repository of workplace behaviors and conditions in the world. DBO2’s SafetyNet, QualityNet and ProductivityNet software services are currently used on a daily basis at more than 7,000 worksites for some of the world’s largest companies.

### **About Better Process Podcast**

Based in Colorado and across the US via Skype, the Better Process Podcast interviews small and mid-sized manufacturing companies, and the companies that service these companies. Shows are free to download from iTunes (search for Better Process Podcast in iTunes music store) and are available most business days. More information on the show can be found at <http://www.BetterProcess.com>. The Better Process Podcast is the voice of the small and mid-sized manufacturing firm.