

# Leadership and worker involvement toolkit

## The 'ABC' analysis

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'ABC' (Activators, Behaviours, Consequences) analysis is a tool to help investigate and understand why people behave in a certain way.

- **Activators** are immediate or underlying reasons which trigger behaviour.
- Then there is the **behaviour** itself.
- The **consequences** are the impact on the individual of that behaviour, whether immediately or over a longer period.

### Example of an ABC analysis for unsafe behaviour

Activators	Behaviour	Consequences
My fellow workers don't wear hearing protection	I don't wear hearing protection	I don't stand out from my fellow workers
I don't know where to get hearing protection		I put up with high volumes of noise
I know the rules on wearing hearing protection aren't enforced		I will suffer from hearing loss eventually

### Example of an ABC analysis for safe behaviour

Activators	Behaviour	Consequences
Fellow workers wear hearing protection	I wear hearing protection	I'm protected from a noisy environment
I know hearing protectors are available, and where to get them		I have less risk of suffering hearing loss
I know the rules on hearing protection are enforced		I avoid getting picked up by my supervisor

Carrying out an 'ABC' analysis will help you to;

- Identify the reasons (activators) for unsafe behaviour. Once identified, you can work to change them and encourage safe behaviour.
- Identify the consequences of unsafe behaviour. You can use these as examples to reinforce the importance of safe behaviour.

'To influence behaviour, influence the consequences.' You should reinforce safe behaviour by introducing consequences which are soon, certain and positive, eg:

- give praise straightaway when you see a worker wearing hearing protection; and
- enforce the rule immediately when you see a worker not wearing it.

**The Leadership and worker involvement toolkit is aimed particularly at small and medium sized businesses and is designed to help improve your health and safety and bring additional benefits to your business performance and productivity. See: [www.hse.gov.uk/construction/lwit/](http://www.hse.gov.uk/construction/lwit/)**