


VITAL'ATTITUDE



Aim 3: Lead our business sectors in terms of occupational health and safety

> Action 3.1: Strive for a high level of prevention and extend it to all continents

 **Entity:** Bouygues Entreprises France-Europe

 **Operational Units:** All

Overview of the initiative

> **Objective:** To change the managerial behaviour of site managers in the area of safety through a more educational and modern management approach.

> **Description:**



Vital'attitude is safety-based training aimed at controlling all areas of Bouygues Entreprises France-Europe. A week-long course will be held in Marcoussis and more than 500 site managers will be trained over the next 18 months.

This training is based on unconventional teaching methods that compare the job of the rugby coach with that of the site manager as the safety coach.

Delegates are trained by French rugby team staff (sporting coaches, a physical trainer and a sports doctor), a criminal lawyer and external consultants. They are put into the workplace situation by means of workshops on the definition of the rules, the importance of all players understanding them, the need to have them applied and even sanctions in the event of transgression, etc.


The objective of this week's training is to **change** the managerial behaviour of site managers in the area of safety through a more educational and modern management approach.

It is an initiative that forms part of the overall strategy of Bouygues Entreprises France-Europe aiming to reduce the number of accidents to zero, a target already achieved in 2008 by several works departments.

 **Potential partner(s):** Not given

 **Launch date:** December 2008

 **Cost of the initiative:** Not given

 **Indicator:** Number of site managers trained
