

PLENARY SESSION - OCTOBER 13, 2015

Getting More of What You Want

Bruce Faulkner
3 Simple Rules

ABSTRACT

The presenter will talk about business results that have been achieved using behavioral science. He will share examples of the impact these techniques have had on production, safety and quality. He will also show results across multiple levels of an organization including team, functional, divisional and company. He will talk about the role of leadership plays in producing these results. Woven into this talk will be an explanation of how using behavioral science to understand the environment is the path to delivering results.



AUTHOR

Bruce Faulkner (bruce.faulkner@3simplerules.com) has over two decades of engineering and project management experience, and has spent the last 16 years applying behavioural science to improve team performance, deliver profits, improve safety, and help teams recover their position. Bruce knows how to structure teams, focus their efforts and measure their performance in a way that both is engaging and

motivating.

Bruce honed his project management skills delivering projects at Bechtel. In 2001 Bruce was asked to establish a six-sigma operation for Bechtel's UK based business. The business had many large complex multi-billion pound infrastructure projects that contained significant financial risks. Bruce worked with the projects to develop a strategic 'pipeline' of improvement projects that would minimize these risks. Bruce developed, and coached a team of 43 to become specialists. These performance specialists who were then embedded in the project operations. Under Bruce's leadership this team of improvement specialists delivered over £100m of measurable benefit to clients.

Since 2005 Bruce has been using his experience and analytic talent to help clients realign the work environment to improve safety, enhance customer satisfaction, strengthen commercial delivery and save money all through getting discretionary effort

from their employees. During this time, he has worked with a range of employers and industries including utilities, construction, energy, railway, IT services, financial services, local and public authorities.

Recently Bruce was involved in the setup of the Scottish Police Authority where he was an advisor to the CEO, the Board, and the Chairman. The Authority has over 21,000 police officers and employees, and an annual budget of £1.1bn. Bruce was responsible for creating the delivery strategy for the successful merger of the eight Scottish Police forces into a single national service. He also led the design of organisation's structure and framework of governance. Through the setup process he provided strategic guidance and coaching to the Authority's executive management team.

Bruce holds a BSc in Chemical Engineering from Texas Tech University. He is also a certified Six Sigma Black Belt by Six Sigma Qualtec, Inc. Professors William Redmon and the late Bill Hopkins trained Bruce in Behavioural Science.

Bruce is the owner of 3 Simple Rules and a founding member of the BMT Federation.