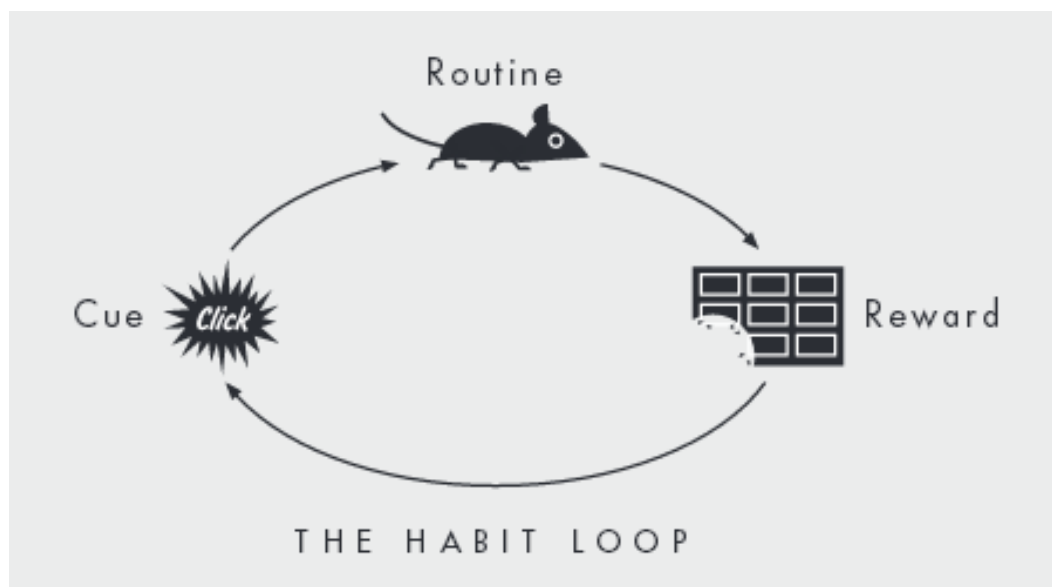


## INFLUENCE RISK PERCEPTION



- New habits are created: by putting together a cue, a routine, and a reward, and then cultivating a craving that drives the loop. (pg. 49)

Reference: The Power of Habit, Charles Duhigg



### Our Mission

Help clients take their next steps in building a successful safety culture.