

## Introduction to 3 Simple Rules and BMT



3 Simple Rules specialise in developing high performing teams and organisations. Since 2005 Bruce Faulkner has been providing consulting services to numerous clients via bespoke behaviour-based training courses, leadership coaching and delivery of improvement projects.

Our services are anchored in the application of Behavioural Management Techniques (BMT). BMT is a blend of applied behavioural science tools and project management skills, and is used to improve business and safety performance. Our training ethos is to teach the customer behavioural science through BMT. This means we teach clients how to identify and fix their problems and how to ensure their solutions are sustainable.

Our BMT products are specifically designed to create behaviourally sound solutions for client requirements. We deliver BMT based products for safety, leadership, coaching, relationship building and collaboration, lean six-sigma, quality, tendering, training material design, business change, presentation skills and employee engagement.

3SR are providing behavioural management services to a number of clients in the UK including, Network Rail, Sellafield, MACE, Arcadis, Scottish Police Authority, United Utilities, SABIC, eight20 at Thames Water, Morgan Sindall, and Costain.

### What makes BMT so different?

- Delegates learn new techniques to effectively observe and measure behaviour.
- Potential improvements are identified by gathering data and analysing current behaviours.
- Improvements are then planned and implemented by the students. The first Improvement Plan is part of the course.
- These skills are rolled out through the company from the executive level down, so that all employees can continue to work towards improvements for the organisation.

### Our Courses

- All our courses are a combination of theory and practice, using classroom sessions and interactive remote learning.
- Coaching is provided throughout the course by a dedicated course tutor.
- All delegates present a Behavioural Improvement Plan in order to graduate the course, generating improvements for your organisation.

### Our Projects

We have been using behaviour science to examine and improving leadership, safety, work processes and performance for over 18 years. In that time we have been instrumental in delivering over 500 work improvement and safety projects that have generated over £200m worth of improvement to businesses. We have coached over 700 senior leaders and teams across 33 different companies to help them improve business performance. We have completed more than 40 implementations of BMT in a wide variety of industries.

### Our Extended Team

Our team of consultants is drawn from industry and academia, and are located in the UK, Ireland and North America. These collaborative relationships were first established in 2005 when Bruce Faulkner and Howard Lees founded the BMT Federation. The BMT Federation is a group of like minded individuals who's aim is to bring behavioural science to the world. [www.bmtfed.org](http://www.bmtfed.org)