

A photograph of a large, white, lattice-structured water tower against a blue sky with light clouds.

## CUSTOMER SUCCESS STORY LANDMARK STRUCTURES

### The Company

Landmark is a multi-discipline engineering and contracting leader with 30 years' experience designing and building innovative water storage solutions, including large capacity elevated tanks. The company pioneered the composite tank in 1977, which combines a reinforced concrete pedestal and welded steel tank. It is responsible for the majority of composite tank installations in service, and continues to be the foremost authority in that field. Landmark is also known for its commitment to service, construction excellence and cooperative project execution.

Headquartered in Fort Worth, Texas, Landmark has offices throughout the U.S. and Canada and employs approximately 400 engineering and construction professionals.

### The Challenge

Landmark employees are an elite group of professionals with high standards and multiple logistical challenges when it comes to training, including:

- **Scheduling** – Landmark's workforce is constantly moving to new work locations. Since many work in specialized crews of less than 10 people, it is particularly difficult to schedule training for large groups.
- **Production Timelines** – Training must be flexible and efficient to avoid disrupting Landmark's tight production schedules, while still meeting the company's high safety standards.
- **Quantity/Quality of Training** – The amount of training required at Landmark cannot be completed in a single session. Most employees train on 12 to 24 topics a year, and both managers and trainees see value in increasing that amount. At the same time, the caliber of the workforce makes it critical for training to be engaging, up-to-date and of the highest quality.
- **Evolving beyond Instructor-Led Training** – In the past, Landmark relied heavily on instructor-led training; however, it has grown to a size where no one person can handle this responsibility and instructor-led training alone is neither feasible nor cost-effective.

### The Solution

Landmark's ownership has spearheaded a "top-down" approach to emphasize safety and training, with ambitious goals such as attaining a World Class Total Recordable Injury Rate (TRIR) within three years. PureSafety was brought in to support this initiative and provide tools to facilitate a positive cultural shift in terms of safety. PureSafety is utilized throughout the company, including field operations and senior management. Landmark has leveraged PureSafety's expertise and innovative online safety training solutions to:

- **Ensure consistency and quality of training content** – Landmark now offers 21 interactive courses from PureSafety, providing a consistent, high-quality training experience for all Landmark employees.
- **Achieve much-needed flexibility in training and scheduling** – The anytime, anywhere convenience of PureSafety's web-based solutions has allowed Landmark employees to complete training in ways that fit their work schedules; many train as a workgroup, then take tests individually in the PureSafety Learning Management System.
- **Shift training accountability to Superintendents** – Each Superintendent is now responsible for his or her group completing training:
  - » Superintendents have laptops allowing them to use PureSafety for group training during a rainout or slow time
  - » PureSafety's automated reports save time for everyone at Landmark and encourage a proactive approach to training management
  - » Teaming up with PureSafety means Superintendents do not need to be safety training experts; PureSafety provides the tools they need to ensure successful training
  - » Management has been able to make this a performance gauge for Superintendents.

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- **Complete a Root Cause Analysis on all accidents** – This has led to direct corrective actions, including, as an example, adding a PureSafety defensive driving course in response to a root cause analysis finding.
- **Provide courses in both English and Spanish to accommodate Landmark's growing bilingual workforce**
- **Focus more time and resources on important safety areas beyond training:**
  - » Professional development/mentoring
  - » Hazard analysis and identification, including efforts to quantify risk, discuss with employees, and drive constant improvement
  - » Develop instructor-led training courses specific to Landmark's EHS program
  - » Site EHS evaluation programs

## The Results

Landmark has achieved outstanding results since implementing its initiative and adopting PureSafety tools in March 2008, including:

- **TRIR decreased 40% from 2007 to 2008**
- **Better than average Experience Modification Ratio (EMR)**
  - » Injury severity has decreased
  - » Measurable incident reduction
  - » Accidents overall are down
  - » Reduction in real losses
  - » Theft and vandalism are down
- **Landmark employees now train approximately 40 hours per person annually without disrupting production due to the 24/7 availability and self-paced learning environment PureSafety provides**
- **Improved employee satisfaction and buzz about training program and PureSafety courses**
  - » Employees are enjoying training more
  - » Completion rates are high
  - » Advantages of consistent content available in multiple languages

*"PureSafety has played an important role in transforming Landmark's safety and training programs and, more fundamentally, our safety culture. The flexibility, ease of use, and effectiveness of their solutions have had a positive impact in a relatively short period of time, particularly in how we manage and track our training. And we've seen measurable results across the board—completion rates, TRIR, incident reduction, and more. PureSafety is truly a training partner for the future."*

**Tim Feters, EHS Manager**  
Landmark Structures