



Your Impact on Safety – Uphill and Downhill

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Making an Impact on Safety

- **You *can* make an impact on Safety Uphill *and* Downhill: The Results!**
- **The most effective impact techniques.**
- **Your most important “Safety Impact Targets”.**



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The Case Subjects:

Who are these guys?



Case Subjects

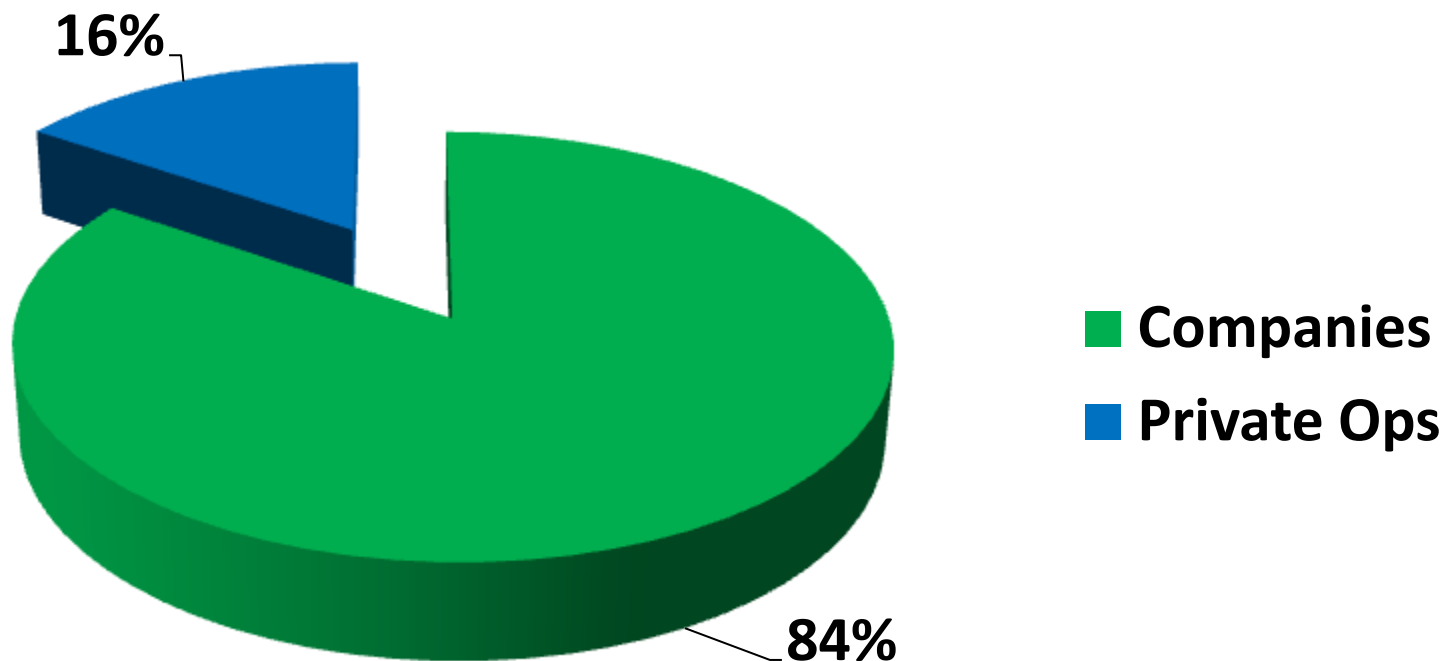
- **58 Selected case analyses (9 Before & After)**
 - **Fleet:** **129 Aircraft**
 - **Fleet Value:** **\$2.2 billion**
 - **Average aircraft per subject:** **2.7**
 - **Value per aircraft:** **\$17 million**



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Case Subjects





Case Subjects

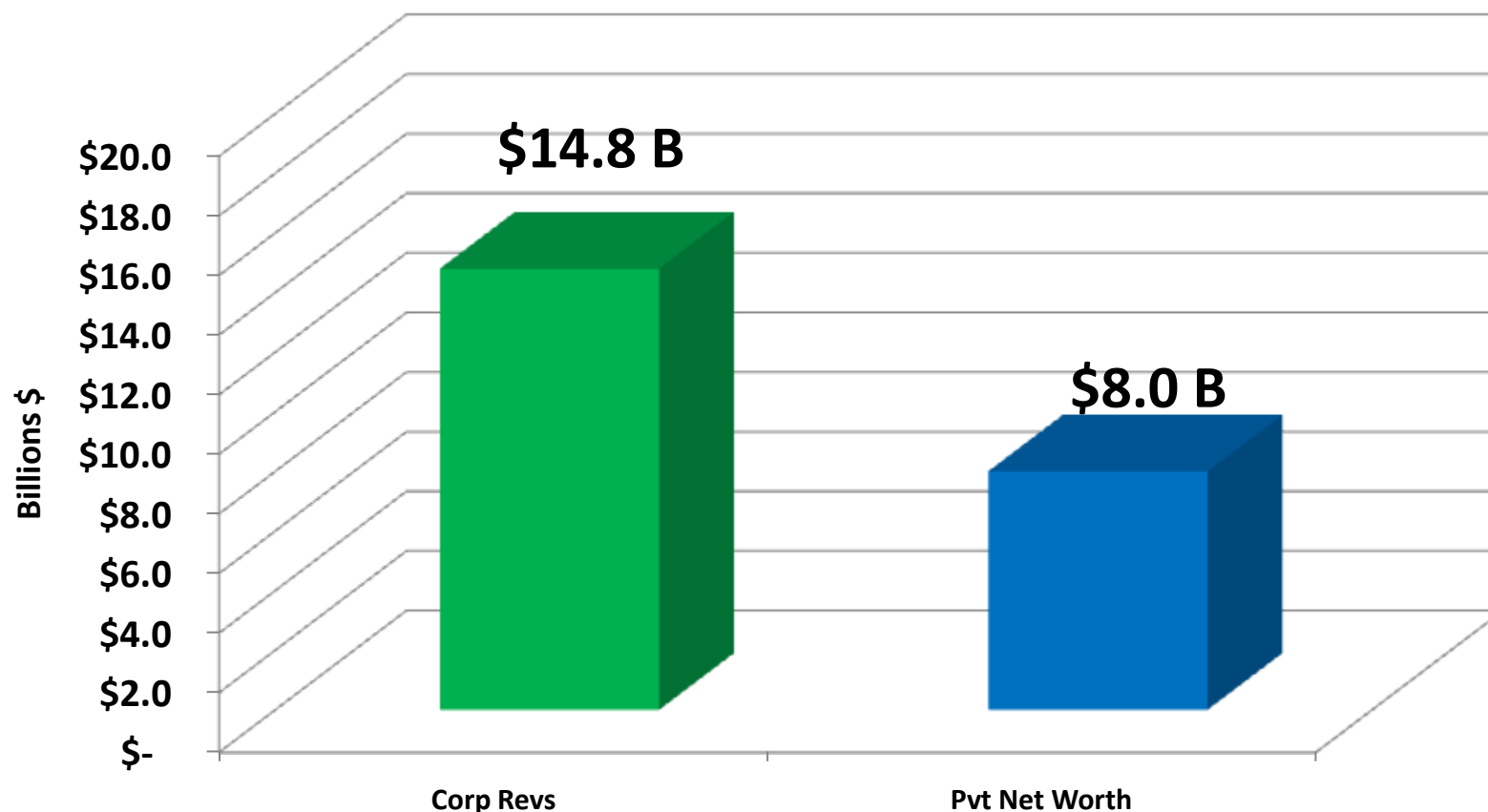
- **Companies**
 - ‘09 Revenues range: **\$50 MM - \$75 B**
- **Private Individuals**
 - ‘09 Net Worth range: **\$300 MM – Forbes 10**



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Average Case Financial Size





Analysis Methodology

- **Gathered data**
- **Created Leader Risk Rating metrics and formulae**
- **Conducted Interviews and Observations**
- **Analyzed Data**
- **Formed Observations and Findings**



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Leaders' Risk Tolerance Rating



Risk Tolerance Rating (RTR)

- 1 = World Class: **Guarantees Outcomes or Champions Safety**
- 2 = Best Practices: **Assures Outcomes or Empowers Safety**
- 3 = Standard Practices: **Prevents Failure or Assumes Outcomes**
- 4 = Substandard Practices: **Assumes Some Risks or Abdicates**
- 5 = Unacceptable Practices: **Contributes Substantial Risk**



We Assessed Four Safety Leaders

- **CEO or Principal**
- **Reporting Executive**
- **Aviation Leader or Manager**
- **Trip Leader or Captain**



RTR Impact Scoring

- **CEO or Principal = x 1**
- **Reporting Executive = x 1**
- **Aviation Leader = x 2 (twice the impact)**
- **Trip Leader = x 2 (twice the impact)**



RTR Impact Scoring

- **Expectations =** **x 1**
- **Behaviors =** **x 2 (twice the impact)**



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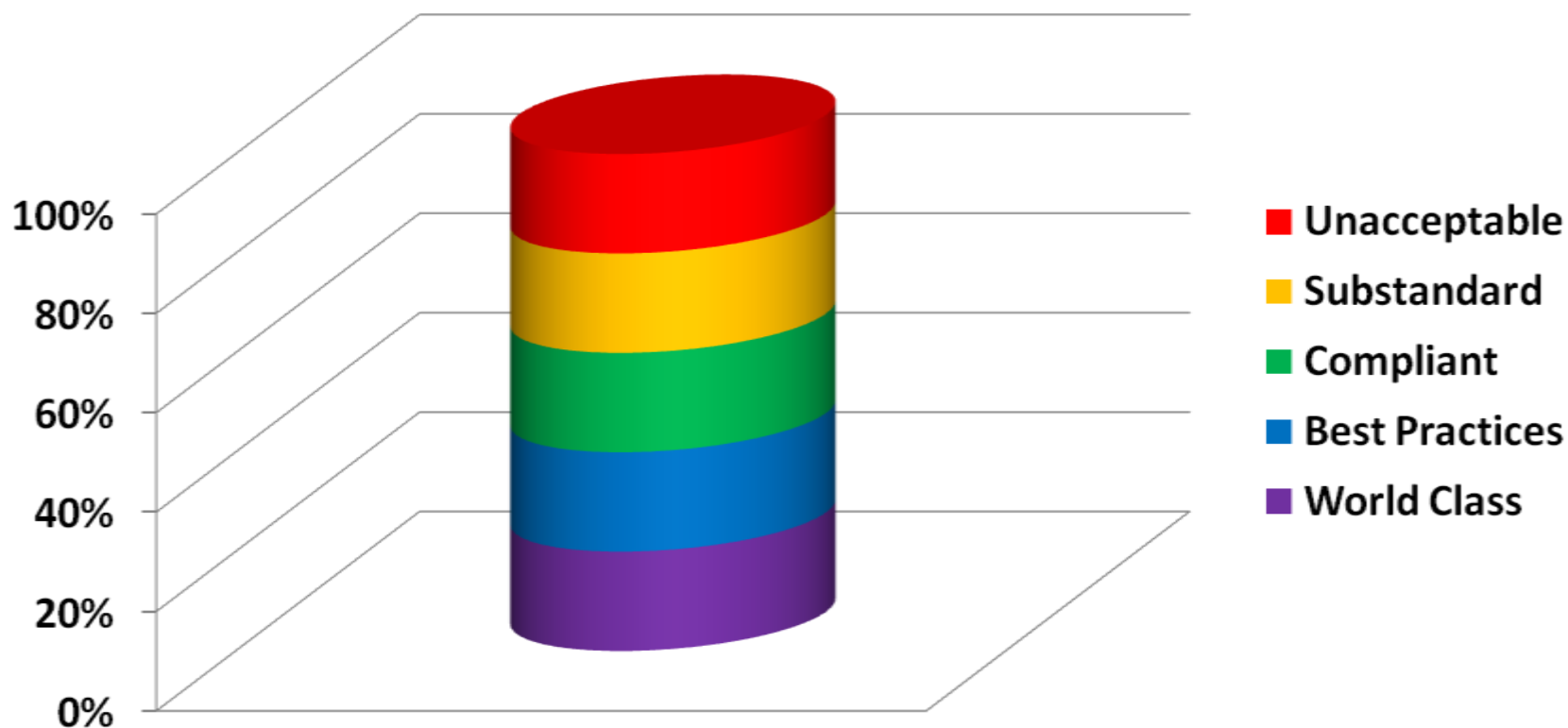
Leaders' Risk Tolerance Rating Sample



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Risk Tolerance Ratings

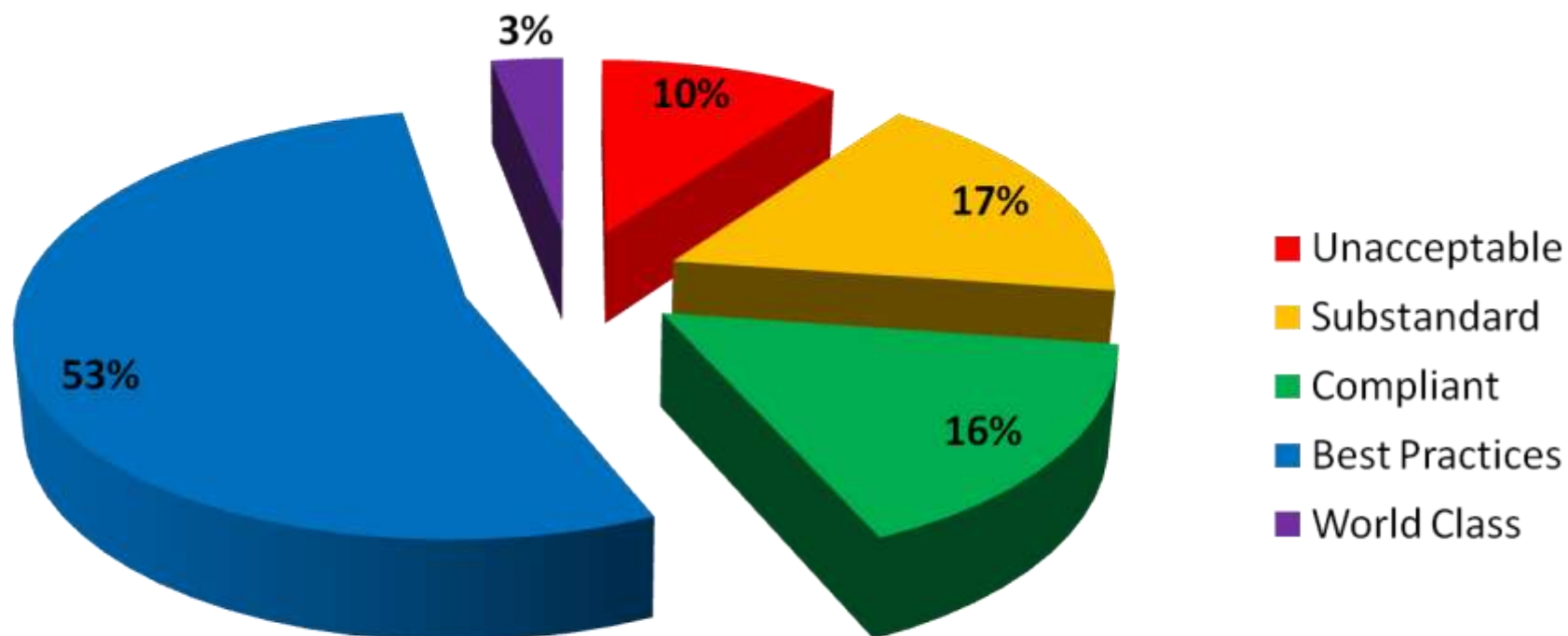




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58 Case RTR Scores

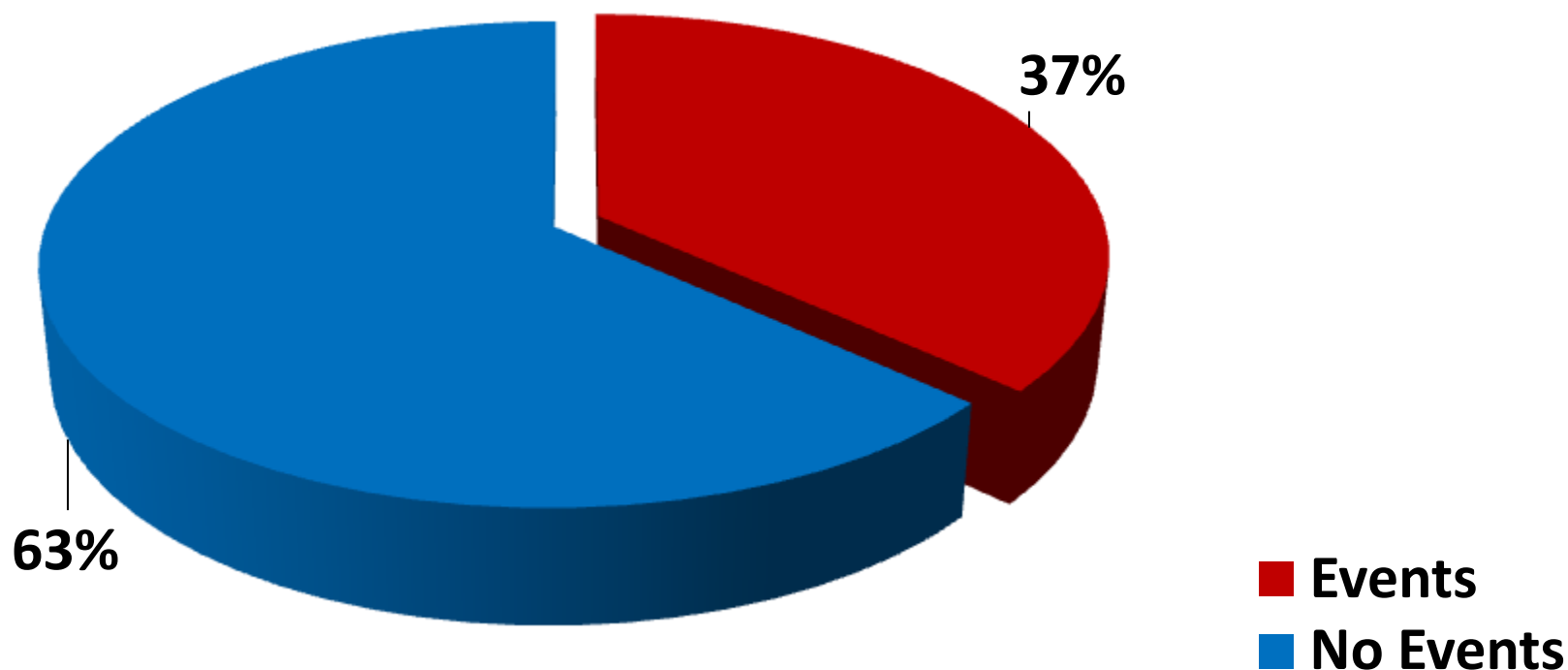




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Safety Events Among 58 Cases

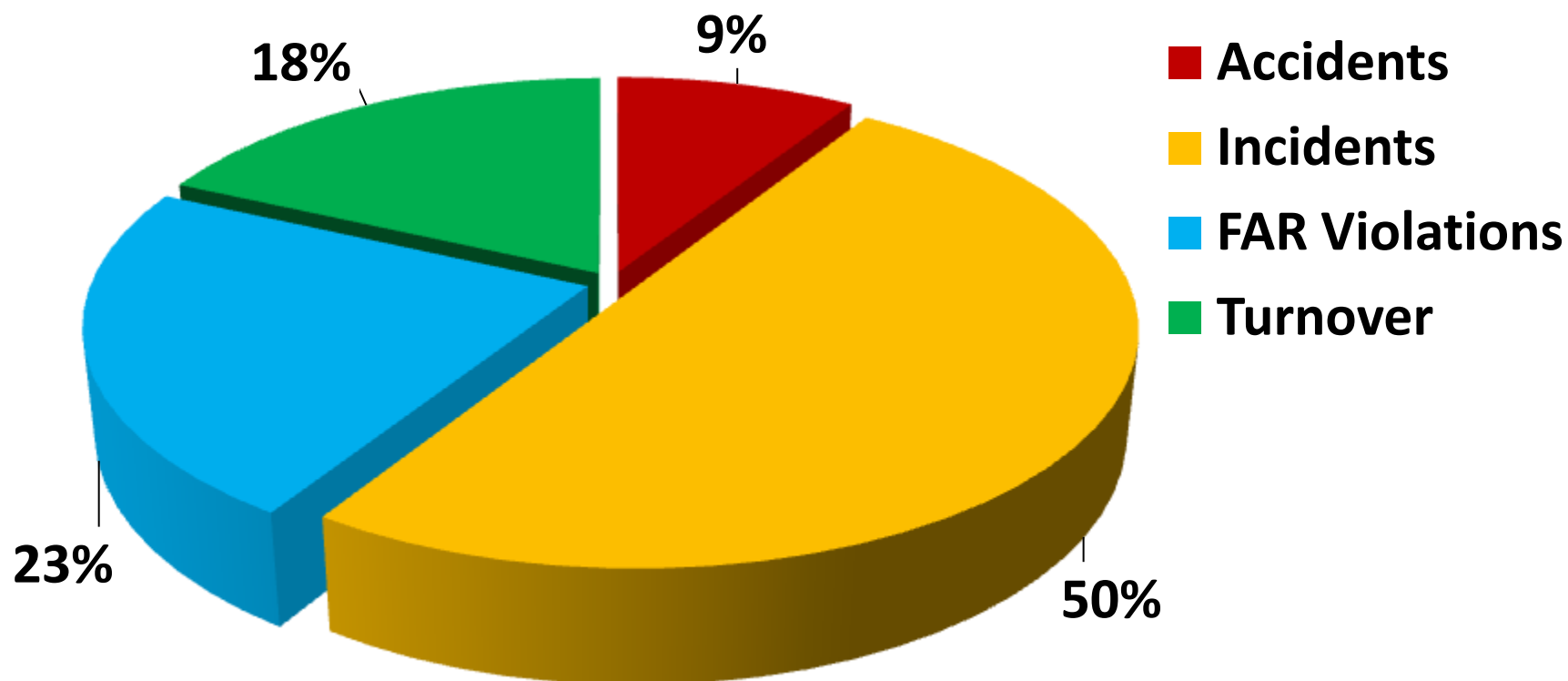




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Safety Events Breakdown

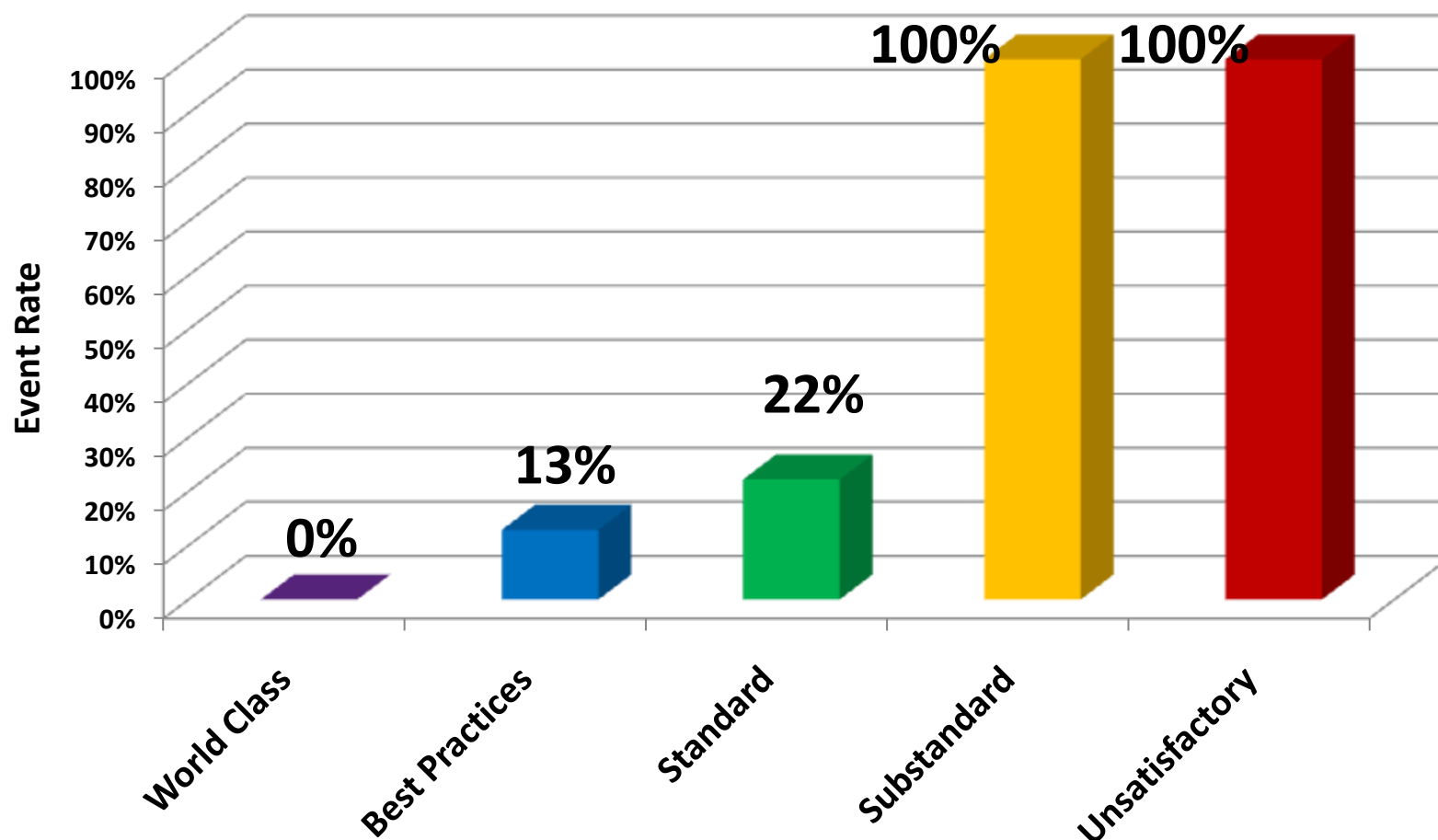




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Safety Event Distribution

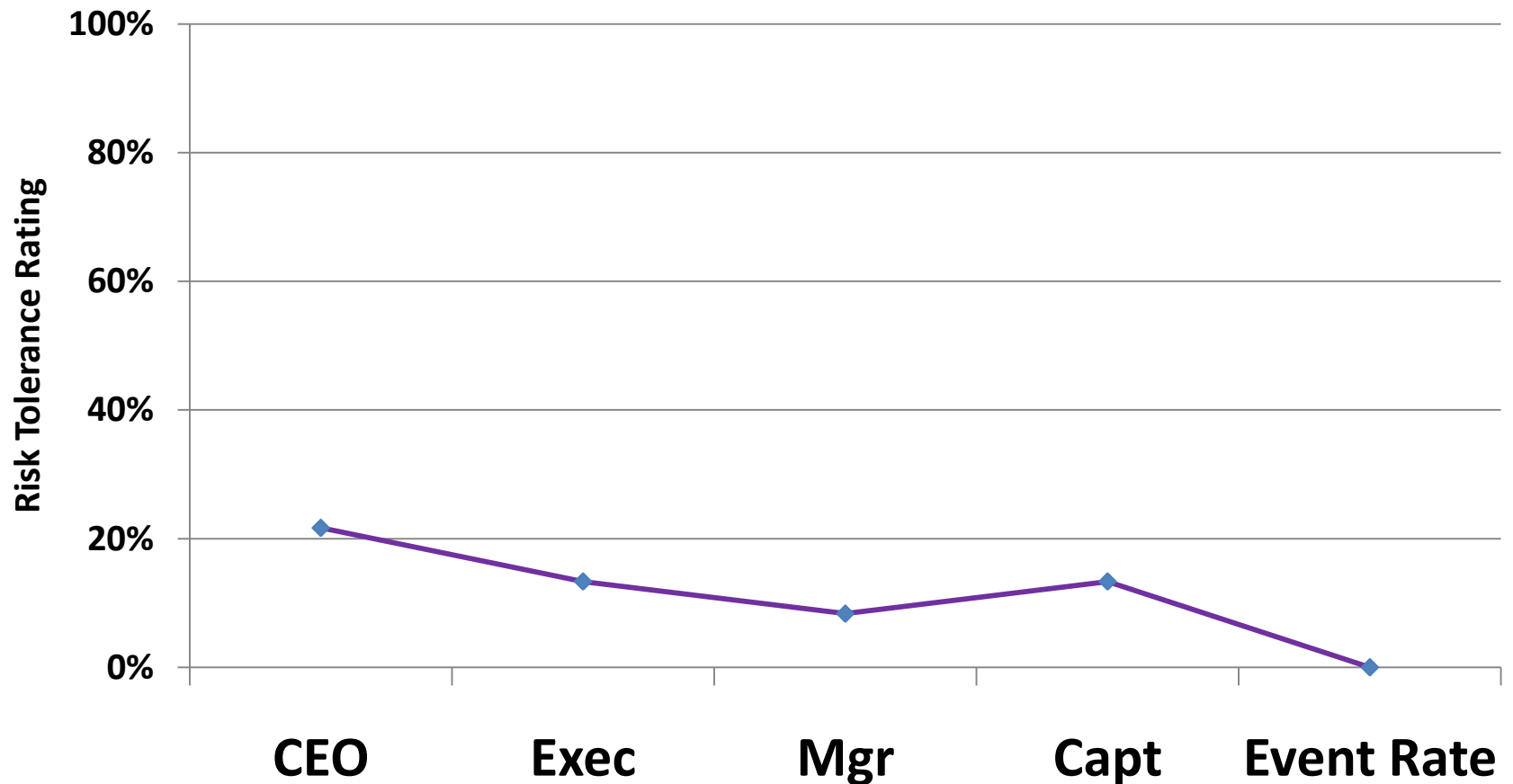




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RTR World Class Cases

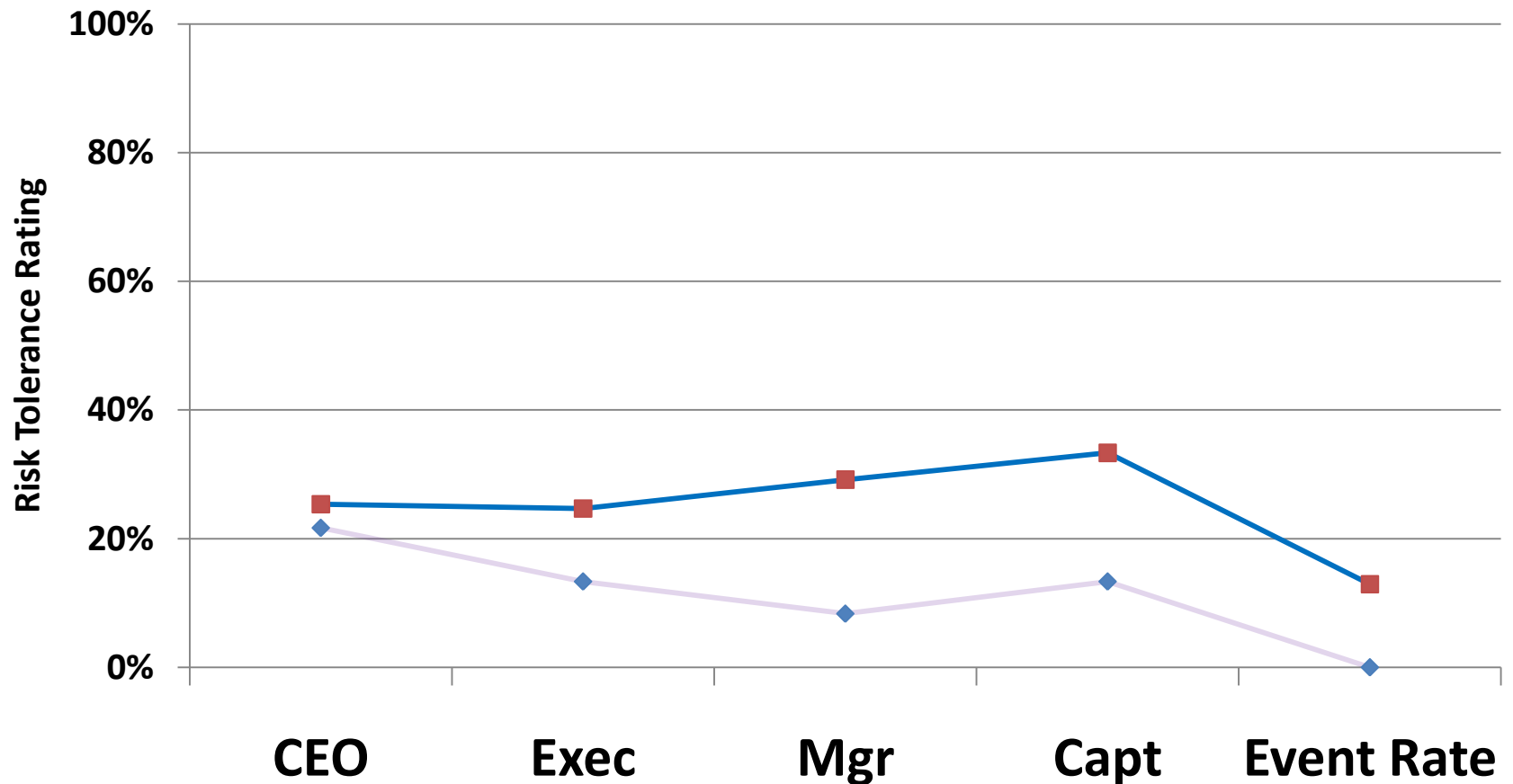




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RTR Best Practices Cases

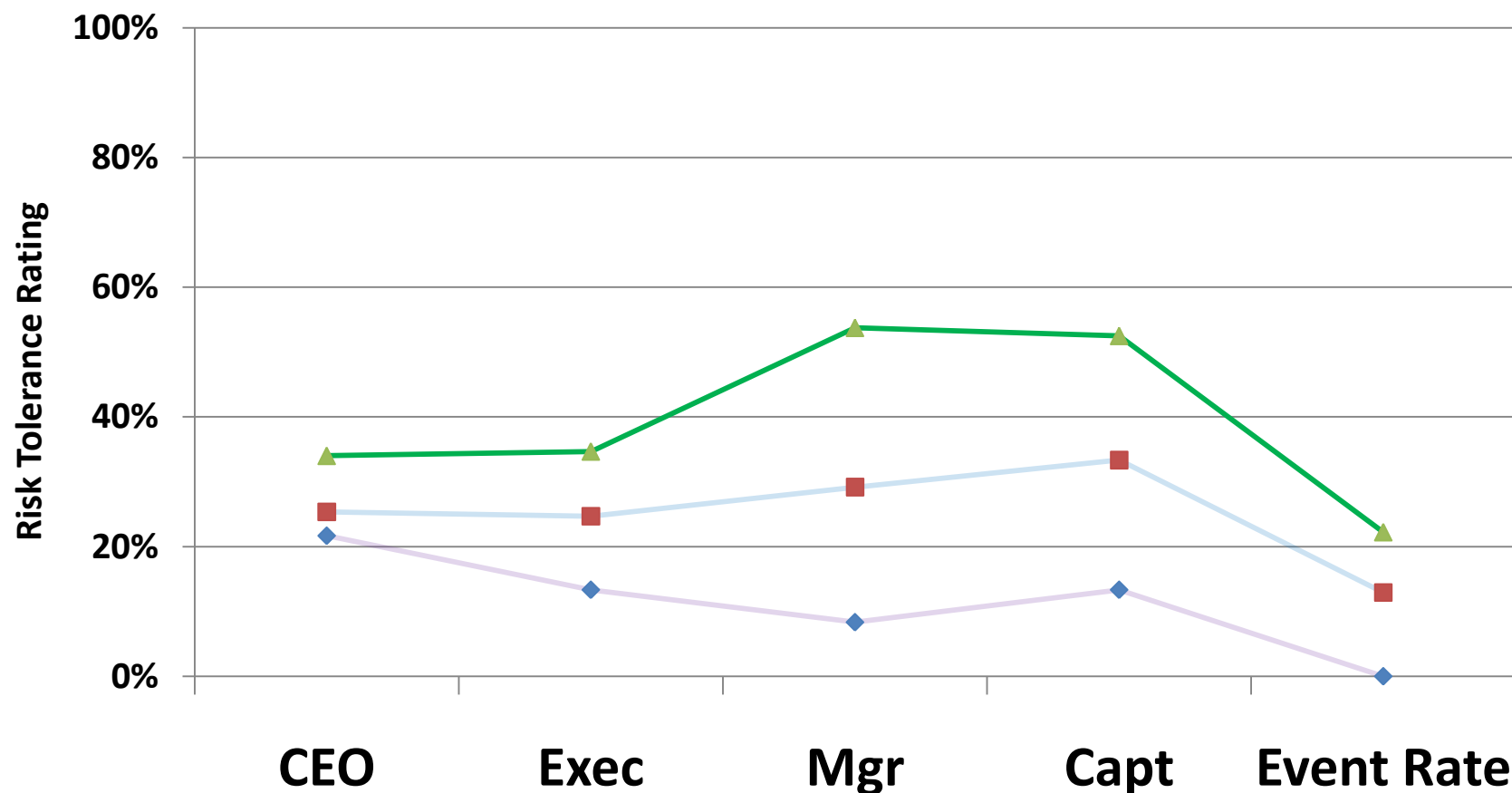




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RTR Compliant Practices Cases

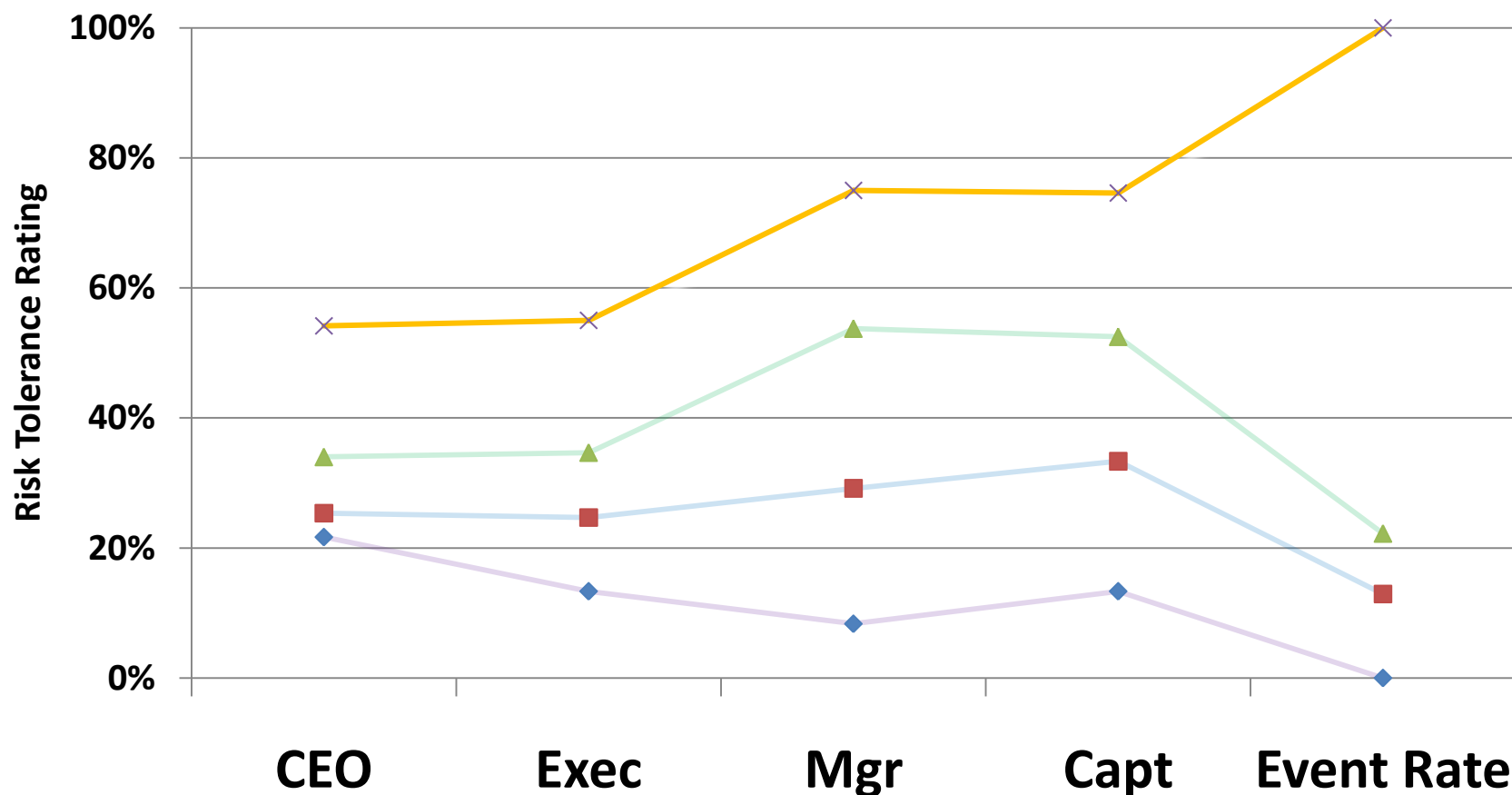




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RTR Substandard Practices Cases

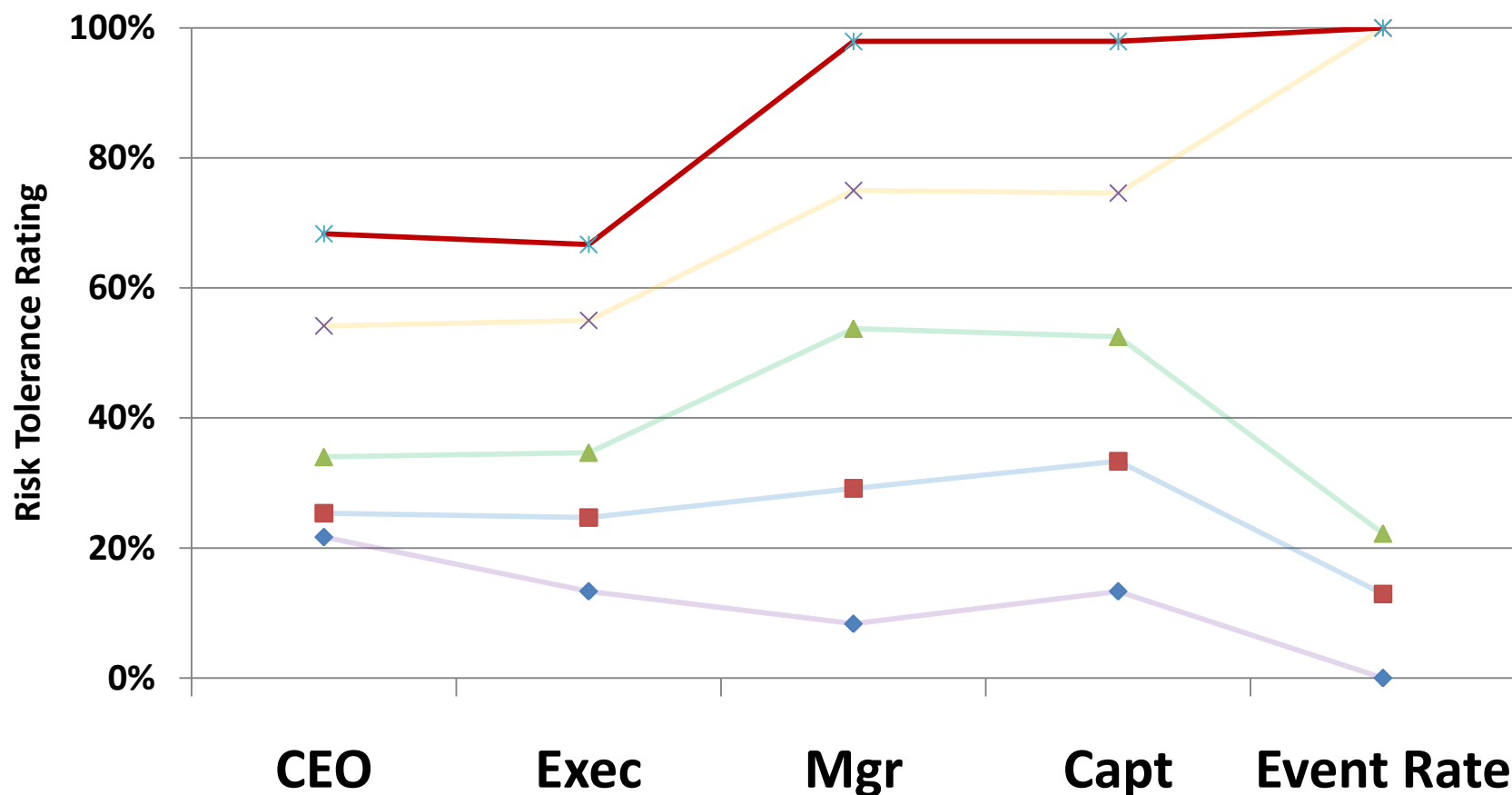




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RTR Unacceptable Practices Cases





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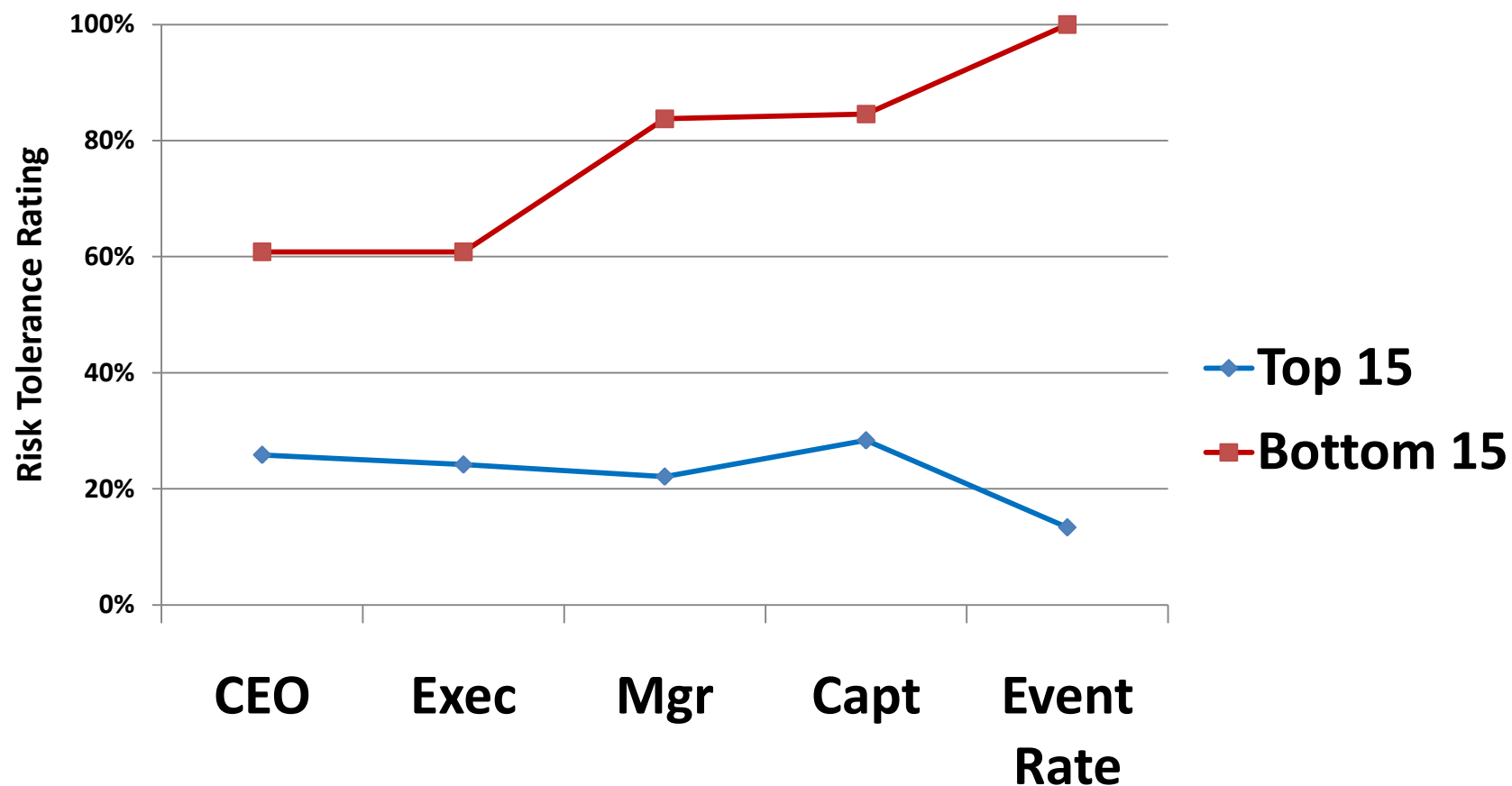
The 15 Best vs. The 15 Worst



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Top 15 vs. Bottom 15





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9 Before & After Cases



What Stimulated Changes?

8 : Had Events

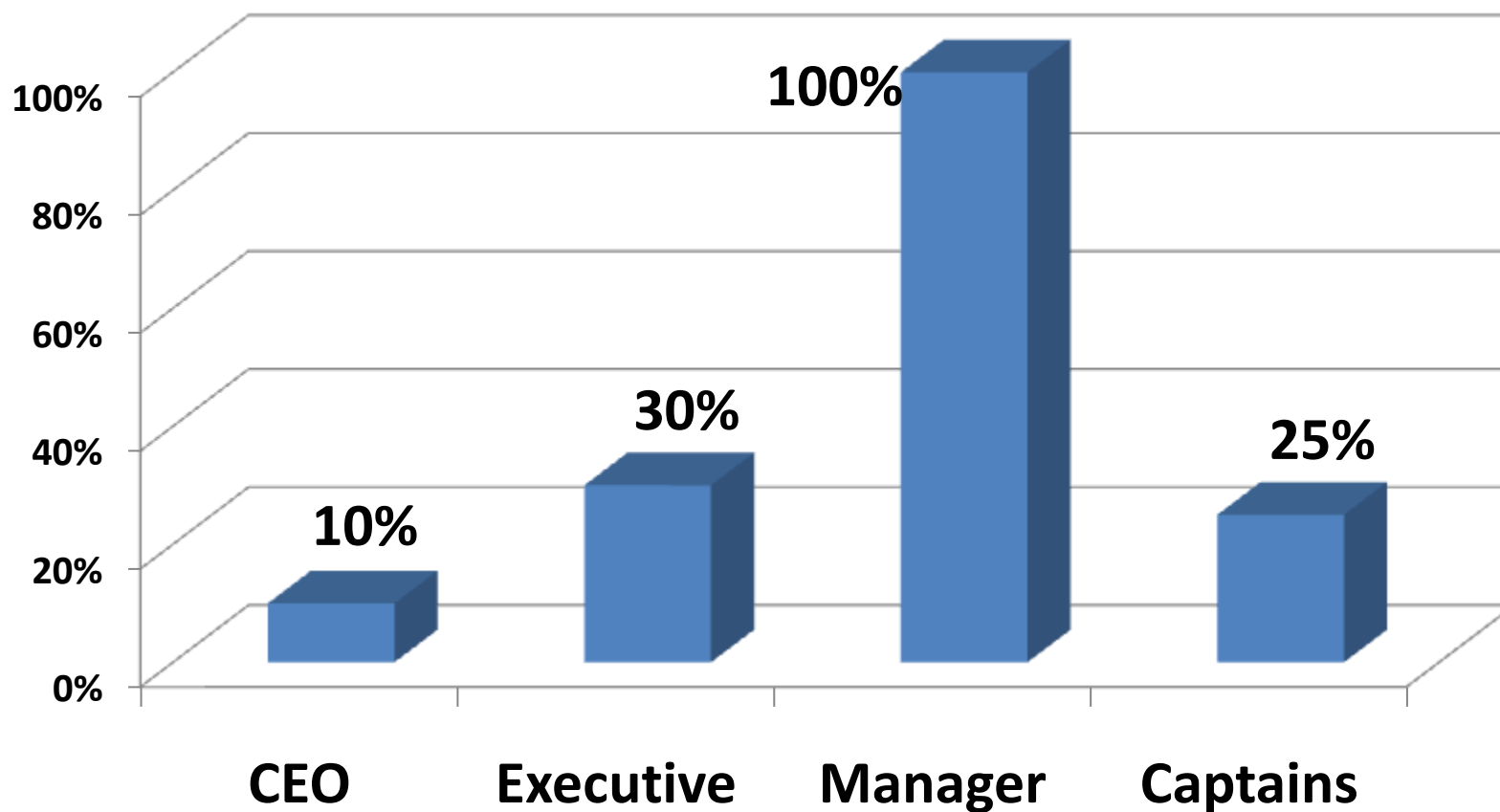
1 : Changed the Reporting Executive



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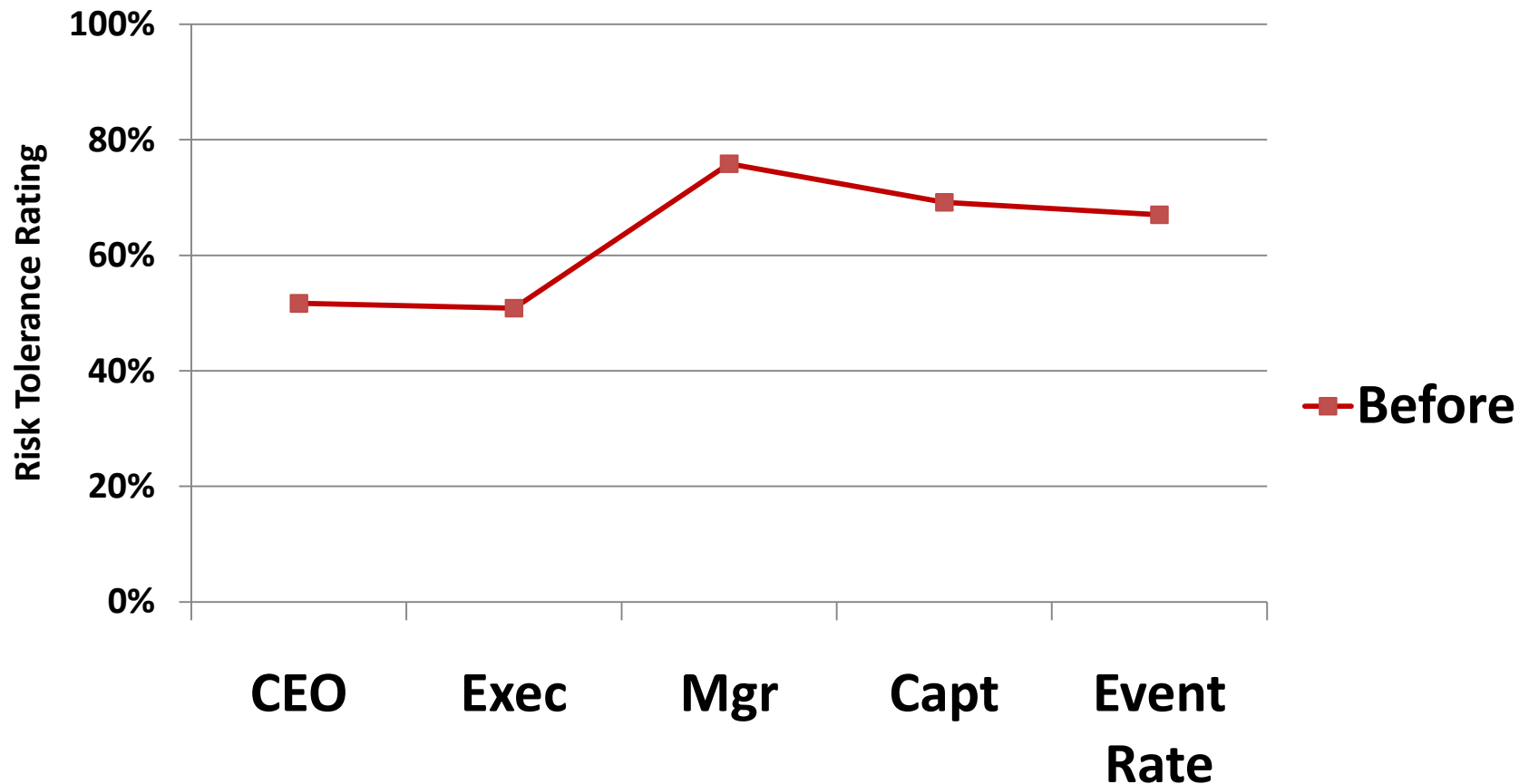
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What Changed?



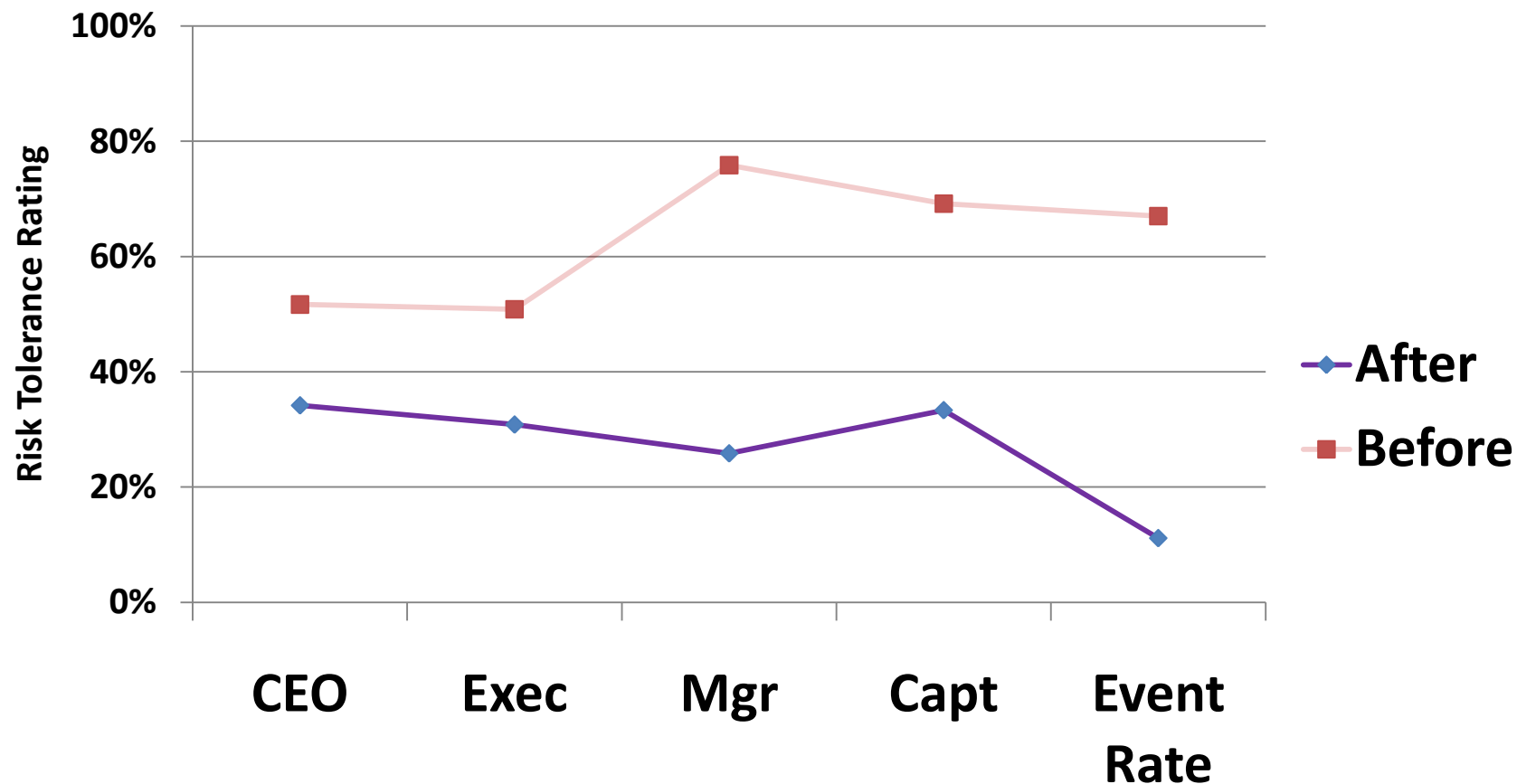


9 Before & After Cases





9 Before & After Cases





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What happened?

**The Aviation Manager
sold Safety,
Uphill and Downhill.**



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**Their most effective
sales technique?**

“The Assumptive Sale”



6 Steps to the Assumptive Sale

- 1. Confirm Top Management's expectations**
- 2. Educate the Reporting Executive about those expectations**
- 3. Assume they mean it and act accordingly**



6 Steps to the Assumptive Sale

- 4. Communicate with Reporting Executive**
- 5. Establish operating standards, policies, goals & objectives, metrics and measurements**
- 6. Inspect & Report to the Department and Reporting Executive the results & corrective actions**



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Does it really work?

Three Success Stories

- 1. Large Cabin with no FA**
- 2. High Risk Operations**
- 3. High Risk Executive**

The focus: What's in it for them?



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**As an Aviation Leader,
Who are your most
important “Customers”?**



1. Top Executive(s) and

2. Aviation Department



Your Impact on Safety Uphill

- **Pushback from top execs is normal.**
 - **Hold your ground; you establish credibility.**
 - **Yield and the question becomes “Where is the line?”**



Your Impact on Safety Downhill

- **Your operational team strives to achieve your goals, not exceed them.**
- **“Constructive Impatience” is critical!**
 - **How much time do you have to lower Risks and prevent an accident or an incident?**



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In Closing:

**Your Efforts to Impact Safety are never
“done”.**

**You can and must focus your impact
uphill and downhill!**



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Thank You!

**Where the rubber meets
the road in a bit!!!**