Aviation Safety – A Personal Crusade..
“You Have To Go Out, But You Don’t Have To Come Back”

“Semper Paratus”

“So Others May Live”
Risk Decisions --

..Making The Dangerous….Safe..
Professionalism, Process and Practice – The Foundation
“Combat Maintenance”
One of Our Own Becomes a Movie Star…
Culture – Organizational State-of-Mind and Behavior…
Did I Mention the Importance of Communication?
Safety Value Proposition

• Impacts:
  – Profit Margins
  – Sales
  – Stock
  – Brand Reputation
  – Longevity
Safety Investment

- Does it Really Lower Risk and Add Value?

- Is SMS the Best Tool?

- Will SMS Be Embraced?
Basic Principals - SMS

• Leadership

• Values
  – Integrity
  – Commitment To Excellence, Sense of Duty
  – Attitudes

• Is the Message Consistent and Unambiguous?

• Keep It Simple: 4 “Pillars”
  – Safety Policy
  – Risk Management
  – Safety Assurance
  – Safety Promotion

Safety Decisions: The Hardest Thing To Do and the Right Thing To Do Are Usually The Same.
Safety Culture Indicators

- **GENERATIVE**
  - Chronic unease
  - Safety seen as a profit centre
  - New ideas are welcomed

- **PROACTIVE**
  - Resources are available to fix things before an accident
  - Management is open but still obsessed with statistics
  - Procedures are “owned” by the workforce
  - We cracked it!
  - Lots and lots of audits
  - EHS advisers chasing statistics

- **CALCULATIVE**
  - We are serious, but why don’t they do what they’re told?
  - Endless discussions to re-classify accidents
  - Safety is high on the agenda after an accident
  - The lawyers said it was OK
  - Of course we have accidents, it’s a dangerous business
  - Sack the idiot who had the accident

Presentation by Patrick Hudson of Leiden University to Bristow Safety Conference, Lagos Nigeria, Feb 2011
Challenges

• **Precision In Our Work**
  – Comprehensive, Horizontally-Integrated Processes
  – Process Compliance
  – Unwavering Quest to Improve
  – Challenge Assumptions
  – Professionalism and Teamwork

• **Combating Organizational “Drift”**
  – Respectful / Frequent / Accurate Communications
  – Reporting Culture – Encouraged and Expected
  – Reduce / Eliminate Non-Value Added Activity
Production / Protection Balance

• **Safety and Quality Emphasis**
  – In the DNA….Reinforced Always…
  – Threat Recognition:
    • Complacency
    • Overconfidence / Bravado
    • Fatigue / Morale
  – Leadership Challenge and Strategic Imperative

If We Don’t Think We Have the Time to Do It Right the First Time, Where Are We Going to Find the Time to Do It Over?