

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...





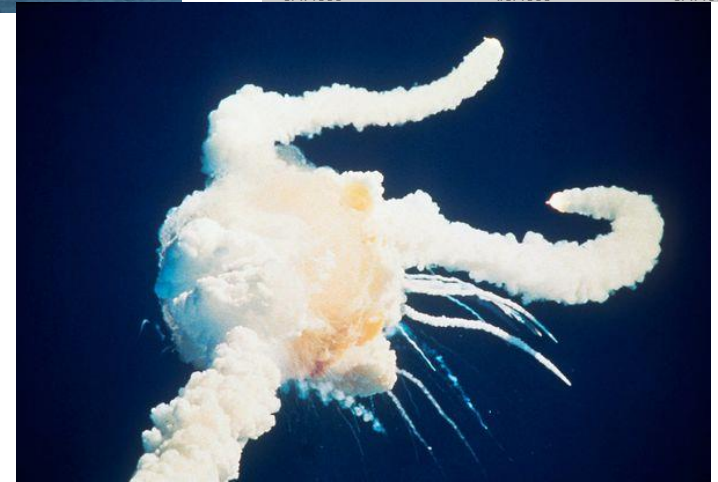
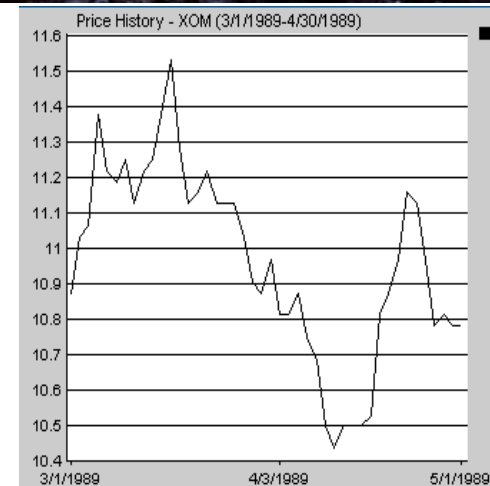
Culture – Organizational State-of-Mind and Behavior...

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?



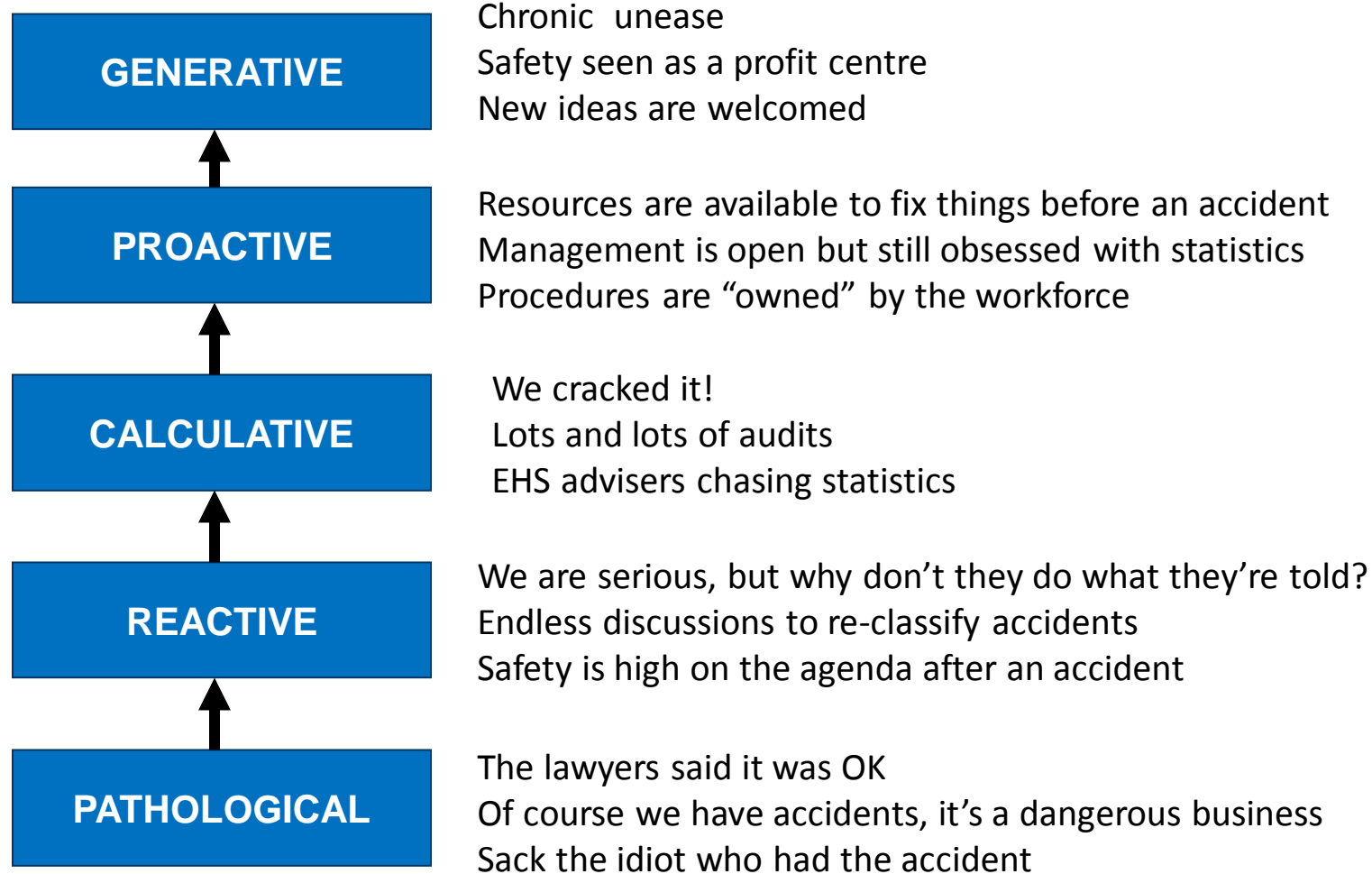
- Is SMS the Best Tool?
- Will SMS Be Embraced?

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



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?**