

Information Sheet



Why active Safety Leadership is the key to Safety Performance



Subject
Leader

Keven Baines

Keven is a co-founder of Baines Simmons. He is a creative and aviation safety expert who brings his passion, experience and problem-solving strengths to bear across a wide spectrum of client aviation safety-related subjects. He provides insightful strategic and management support to leadership and safety improvement engagements.

Keven's safety expertise and approach has inspired many hundreds of the world's leading aviation organisations to advance their safety cultures and safety competence to improve overall aviation safety. He has designed and delivered consulting, training and safety implementation programmes for organisations in both civil and military sectors and has trained thousands of safety professionals.



Subject
Leader

Ian Holder

Ian's experience as a commercial civil airline pilot and Flight Safety Manager, combined with a prestigious career in the RAF which culminated in the role of Staneval pilot, makes him highly qualified to lead our safety leadership expertise within our Consulting Practice.

Ian brings more than 25 years of practical risk management skills and experience to bear on major diagnostic consulting programmes for our clients. He has a particular interest in the power of organisational safety culture to drive and deliver enhanced business performance and is passionate about realising the organisational benefits of improved safety risk management through effective leadership.

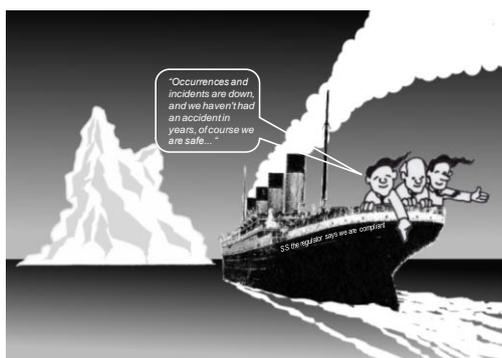
Safety is a dynamic non-event that, if left unmanaged, has the potential to cause serious harm to an organisation's people, assets and reputation. It stands to reason that driving effective safety risk management capability into an organisation needs more than a competent safety manager and a safety management system. A vital enabler for its success is having active safety leadership and a top-down programme of engagement throughout the whole organisation.

Getting safety management right not only reaps significant safety benefits, it converts risk and error reduction into tangible business benefits which ultimately feed through to the bottom line. Safety Managers alone cannot 'make' the organisation safe; it is the role of the safety manager to build and maintain the management system that will enable all levels of management to make effective risk-based decisions. Executive leadership teams that do not understand their safety leadership roles often become the unwitting blockers to achieving an effective safety management capability.

Active Safety Leadership – reduce risk to as low as possible

We help to positively influence executive and senior management teams about the need for – and benefits of investing in an effective safety management capability that delivers risk-based decision making. We have proven success in partnering with safety managers who need to internally champion the safety message and gain buy-in and commitment from their executive and senior teams. Through our coaching and mentoring one-to-ones and team workshops, we have helped a number of organisations to:

- ▶ Improve proactive risk-based decision-making and reduce harm to the business
- ▶ Understand, by department, the top risks in the organisation
- ▶ Ensure 'safety' is a strategic boardroom agenda item – creating an executive 'pull' versus a compliance 'push'
- ▶ Enable executives to more efficiently discharge their safety accountabilities
- ▶ Secure investment and resources that support safety strategies and safety implementation programmes that measurably deliver a return on investment
- ▶ Gain a clearer perspective on the link between having a real picture of risk carried by the organisation and profit performance



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Assess Your Safety Leadership Performance

On all our client engagements we seek to first gain an objective assessment and understanding of the current status of how safety is managed within the organisation and then partner with you to design and implement a programme that delivers significant business and technical value.

As a first step, our simple self-assessment questionnaire is designed to help you broadly evaluate Safety Leadership in your organisation. Answer the questions below from your own perspective.

Active Safety Leadership Self-Assessment Questionnaire		Score (0 - 10) (0 Low / 10 High)
1	How well does the Executive team <u>lead</u> safety in your organisation?	
2	How confident are you that your organisation's strategy for safety is understood and applied by your departmental team leaders?	
3	How accurate is your organisation-wide picture of safety risk?	
4	How confident are you that safety risk is proactively managed across all departments?	
5	How clearly has your organisation articulated the desired safety behaviours?	
6	How effective is your safety culture? E.g. How confident are you that your people display the right safety behaviours when not being observed?	
7	How clear is your organisation's vision for safety and how well is it executed across the organisation?	
8	How effective is your organisation at identifying and reporting hazards <u>before</u> incidents occur?	
9	How well does your organisation celebrate good safety performance?	
10	How effectively do you challenge your own and your team's performance against safety objectives (avoiding a complacent approach to safety)?	
Total Active Safety Leadership Score		

Free Safety Leadership Assessment Review

If the results of your self-assessment raise more questions than they answer, we would like to help. To arrange a free and confidential consultation with Keven Baines or one of his team, please contact consulting@bainessimmons.com or call us: +44 (0)1276 855 412

Consulting Service Advice
Tel: +44 (0)1276 855 412 Email: consulting@bainessimmons.com

About Baines Simmons

We are passionate about aviation safety and work with you to make a real and lasting impact on aviation safety. Our consultants are trusted by the world's leading civil and defence aviation organisations, as well as over 40 Regulatory Authorities, to help improve regulatory compliance and implement safety performance improvement programmes.

Our training, consulting and outsourced services help to significantly:

Improve Compliance, organisational safety performance and operational capability

Protect Lives, assets, profitability and reputation

Reduce Risk, re-work, error, inefficiency and incidents.

Client Testimonial



"The co-operation with BS was a business decision focused on safety performance. With our goal to be the safest airline in the world, BS was the partner we were looking for. We took up an airline-wide program, working together from a systems perspective as well as a leadership/culture perspective. It resulted in a reduction in high risk occurrences of 40% in 4 years. BS didn't bring a pre-specified golden book; we had a real partnership, both of us learning along the way. Their teams supported us with high level as well as in-depth scans on the state of our organisation. BS and their great people are an important partner on our journey towards an ever safer KLM."

Michiel van Dorst, Deputy Chief Operating Officer, KLM Royal Dutch Airlines