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### **Measure What You Create, Not What You Avoid**

**Article by Alan D Quilley CRSP (held from 1985-2021)**

#### **Stop Preventing & Start Creating**

Imagine how hard it was for Edwards Deming in the 1950s to change the thinking of North American manufacturing from counting their failures and rejects and focusing on 100% reject free, to actually measuring and celebrating what they should be creating... product excellence. Deming was so frustrated he had to move to Japan... where many years later the Emperor of Japan presented him with the second highest order of medal available in Japan, honouring him for almost single handedly turning Japan's economy around.

Somehow some in our profession have missed the 80's revolution where almost all areas of business shifted to measuring what they were creating... product excellence. Here in Safety Management, some are still counting and "preventing errors". How unfortunate... no wonder so many people in the safety business can't get into a boardroom. We don't fit with the modern thinking of management. If you want to see a management team, get behind something... start measuring them on what they do and not what they avoid. The fact is that measuring the absence of a negative (incidents, injuries and related costs) can sometimes happen entirely by being lucky. There's nothing more harmful you can do for an executive management team than to give them a bonus for being lucky. They soon realize that their inactivity could result in a bonus anyway... so they focus their efforts on what they can do something about... production creation.

"Measure and celebrate what you create, not what you are trying to avoid" is the fundamental lesson in business. Create and measure safety excellence and the activities that make a place of work safe and healthy. Measure what you do to make it a safe place to work and you will have very few downgrading incidents to count as an outcome. Then if you do have a downgrading incident... learn from it and continue to strive for safety excellence (and for goodness sake, don't take away everyone's "safety award"). Celebrate what you do, not what you avoid, because you'll never really know if you created the "accident prevention" or if it was just luck. Hard to fake the creation of safe environments and behaviours... none of that is just LUCK.

Contact Us!

Marie Quilley

587-969-0276

[mquilley@safetyresults.ca](mailto:mquilley@safetyresults.ca)

[safetyresults.ca](http://safetyresults.ca)

Of course you can't get a management team to say they don't want 100% accident free, but that doesn't help them achieve anything. Get them to focus on 100% of their safety creating goals (inspections, observations, employee engagement, procedure development, etc.) and eventually you'll have very few, if any, incidents to count. Deming would have wanted it that way.

### **Measuring the Positives**

What are these positives in safety management? Some call them leading indicators. I believe that these leading indicators are all too often misunderstood. It's a simple concept really. What things are present to make me believe that I will get the desired outcome. In Deming's approach, he would say if you want to build a perfect car, then focus on perfect parts. So if your goal is to safely produce your product or service, then what things are you doing to ensure you achieve that outcome? If safety toolbox meetings are what you think will add to your chances of accomplishing your goal, then simply measure the quality and quantity of your meetings. Machine maintenance checklists, safety observations, and safety training; these are all common examples of what we do to make our places of work safe. Measure them often, recognize the effort it takes to make these activities happen and celebrate the positive outcomes.

This is the key to safety excellence.

*Alan D. Quilley (1954-2021), my late husband, was a proud CRSP and published author of 8 books solely dedicated to OHS. He spent over 4 decades working as a safety professional, and since 2003, was a highly successful and sought after OH&S consultant and trainer/mentor. In determining the direction of our newsletter, I've decided to reprint some of Alan's past articles as they are virtually timeless.*

### **Sale!**

I have limited quantities of Alan's books still in inventory and have reduced their prices.

The Emperor Has No Hard Hat is now \$45.00.

Creating & Maintaining a Practical Based Safety Culture, as well as MORE Creating & Maintaining a Practical Based Safety Culture are priced at \$25.00 each.

How to Hold Great Safety Meetings is \$20.00.

Taxes and shipping are additional.

For more information on these books, please visit [here](#).

Once the books have sold out, they will not be reprinted.

### **Next BCRSP-CPD Mandatory Ethics Course now open for registrations!**

#### **Next course July 4/22**

This course takes approximately 3.5 hours to complete.

Registrations for the July 4/22 course are open until July 8/22 and the course will conclude July 29/22. This comprehensive and thought-provoking course, designed specifically for, and approved by the BCRSP by Alan Quilley, (who has been a CRSP for 35+ years), is ensured to enlighten and challenge a CRSP's thinking of ethics in their professional practice.

As required by the BCRSP, the course also includes detailed discussion of:

- BCRSP Code of Ethics and Professional Conduct
- Rules of Procedure of the Discipline Committee of the Board of Canadian Registered Safety Professionals

For more information on the course, please email [Lambton College](#)

To register for the course, please click [here](#).

## Online CRST Examination Preparation

Safety Results Ltd, in conjunction with Lambton College based in Sarnia, Ontario, brings you THE best online CRST Examination Preparation Workshop!

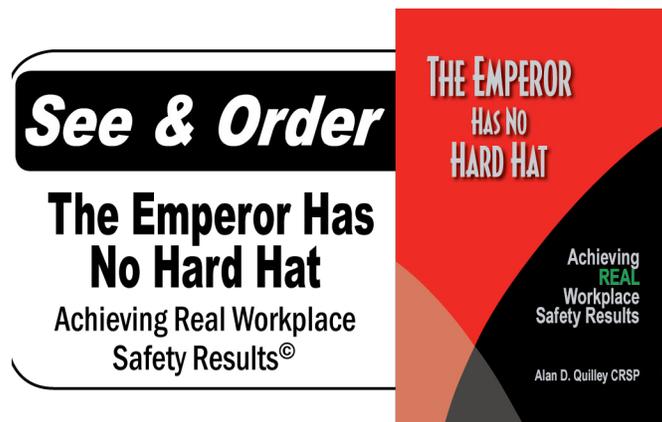
The next course will take place December 2022. I will announce the start dates as soon as Lambton College has completed their fall/winter semester dates.

When researching methods to deliver this top-notch course, we were expressly interested in associating with a distinguished educational institution as opposed to unknown online entities. It was vitally important that we aligned ourselves with an institution that believes in the same degree of ethics, high attention to service, content and quality as we do. Established in 1966, Lambton College has the enviable reputation as a pioneer in Mobile Learning. They are a global leader in applied research, education and innovation. Their work in a number of fields continues to exceed expectations, which makes them a perfect fit for what we do.

The aim of this course is to assist in performing your own knowledge gap analysis and then create a study plan which will enable you to focus on the competencies that you need to master before the exam.

## Food for thought

If you are writing your CRSPEX in October 2022, now is the perfect opportunity to start studying either using our self study material, or taking part in an individual Virtual Coaching Package! We recommend students start this process 3 - 4 months ahead of their write date. For more details, visit our [site!](#)



## Compliments for our CRSP and CRST Examination Courses and Study Material

*"Hi Marie: I just received my letter on Monday and I passed on the first write. Thank you!"*

"I passed! The CRSP Study materials I purchased were very helpful in preparing for the exam."

"I passed! I didn't see that coming at all, but it happened! I just sent in my signed Code of Ethics and certification fee today.

*"Thanks so much for the course - I wholeheartedly believe that it made 100% of the difference, and I'd be re-writing if I hadn't taken part. And you can quote me on that :) "*

We are absolutely delighted when we receive testimonials such as these. They serve to reinforce that along with their own studying, clients that take part in one of our Virtual Coaching packages, or individual purchasers of our study material prove to us that WE have the right formula.

## **CRSP AND CRST VIRTUAL COACHING EXAMINATION PREPARATION**

As it has always been our commitment to help candidates with their studies for both the [CRSPEX](#) and the [CRSTEX](#), we are continuing our *Virtual Coaching Packages*. These packages are currently available to those that are writing the 2019 Blueprint CRSTEX and the 2020 Blueprint CRSPEX.

We will provide all of the material (shipped at our cost within Canada only). We are also delighted to offer generous discounts to current members in good standing of the CSSE and WOHSS (not combinable). For more information on those discounts, please contact [Marie](#).

This virtual package includes 6 hours of personal instruction with Greg McInnes CRSP. The hours are broken down however you wish. There will be homework assignments between the calls. Calls are individualized and held via phone or Zoom Video Conference, your choice.

*“It’s really important to know who is trying to teach you something”. - Alan D Quilley CRSP*

### **Who is your Coach?**

Greg McInnes, CRSP is our instructor and can teach you how to study to help you in being successful in your journey to certification. He is a respected leader in OH&S, having over 30 years’ experience in the field in OH&S management positions (civic government, healthcare, aerospace, oil and gas and utilities). Greg has also been a member of the Board of Governors for BCRSP and held positions with CSSE at both the local, provincial and national levels.

He is a working CRSP who consults to industry helping them create and implement their Health and Safety program. Greg has developed and instructed adult OHS education programs at the University of Alberta and has co-instructed at NAIT along with instructing OHS courses for varying companies. With all his experience, and sharing our techniques to help you focus your studies, why look elsewhere? When selecting your mentor, take the time to research who other providers are. We believe that they simply won’t measure up with us in terms of quality, experience and teaching style.

*“There are no hard questions if you know the answers”. - Alan D Quilley CRSP*

### **CRSP Virtual Coaching Package**

Inclusions:

- Study material (material shipped at our cost within Canada only) based on the 2020 CRSP Examination Blueprint
- 6 hours personal instruction with Greg McInnes
- CRSP Exam Prep Study Manual
- CRSP Exam Prep Knowledge Gap Analysis Questions & Answers Workbook
- Handbook (offered only to those taking part in this Virtual Coaching Package)
- \$899.00 + tax

### **CRST Virtual Coaching Package**

Inclusions:

- Study material (material shipped at our cost within Canada only) based on the 2019 CRST Examination Blueprint
- 6 hours personal instruction with Greg McInnes
- CRST Exam Prep Manual
- CRST Exam Prep Practice Questions and Answers Examination Workbook
- Handbook (offered only to those taking part in this Virtual Coaching Package)
- \$899.00 + tax

For more information, please visit our website:

[CRSP Courses](#) or [CRST Courses](#)

If you wish to purchase only the study material (CRSP Study Manual and Workbook or CRST Study Manual and Workbook) please visit our website:

[CRSP Study Material](#) or [CRST Study Material](#)