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Dragons' Den of Safety Management

How reality TV can help you sell the business case for safety

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

Regardless of your function in the organization, from time to time, you will need to request and obtain resources. These resources fall into two main categories: time and money.

We all need people, materials, tools and equipment to accomplish our work for the organization. That puts us all into a role not unlike a small business owner or investor. We are either asking for resources (entrepreneur) or allocating resources (investor). Both of these roles are critical to the success of the organization.

When I think of this system – of asking for resources and approving investment of resources – I can't help but think of two very popular reality television shows, Shark Tank and Dragons' Den.

Every week on these programs, we see business owners sell their ideas to the regular investors on the panel, in the hopes of getting them to invest in the business - in one form or another. An interesting exchange between the investors and the business owners ensues.

These shows offer some very valuable tips in understanding how people ask for and allocate resources. What is important to the investors becomes pretty clear by the process they use to get the answers they want before approving their investment.

Working in an organization is not at all dissimilar. Let's examine the process of getting an investment from those who approve resources. Here's what to expect, should you find yourselves asking for resources, and some questions you should ask if allocating resources in your organization.

What do you need and what do you want?

These types of questions define the amount needed by the requester. It's best to define the maximum needed for minimum implementation (need), and what could be useful if additional resources were available (want).

As a safety manager, you might present it this way:

Contact Us!

Marie Quilley

587-969-0276

mquilley@safetyresults.ca

safetyresults.ca

“To achieve minimum compliance with our training requirements for first aid coverage, we’ll need to train approximately 50 per cent of the staff at a cost of so many days’ wages and x amount of dollars in instruction/course fees. If we were to train all staff the costs would be double.”

What do I get for my investment?

This question will be asked if you don’t answer it in your presentation, so you may as well just tell them.

In the example of first aid training, the return on investment for the “need” is pretty clear: “If we invest in this training, we will get compliance. But what do I get for training all the staff?”

The requester needs to be clear about expected outcomes. In this case, the added value of a larger investment—twice as much—is the future ease of assigning the workforce to different worksites. The company will no longer have to be concerned they may be sending two non-first aid trained employees to a job site and fail to have the required first aid coverage. There is not only the legal advantage for doing this, there’s an efficiency feature making the 100 per cent solution more valuable.

The presenter also needs to express the added value of ensuring the employees feel their employer cares about their well -being and knows that first aid training also helps them keep their family safe after hours.

What is your expected return on investment?

Robert Herjavec, one of the regular investors on Shark Tank, reveals what a good investment is: “A great probability of a healthy return on the capital — and the likelihood of capital being returned.”

The clearer you make those points in your request, the better your chances of getting the investment.

Typical return on investments falls into one or more of three categories: legal, moral and financial. Understand and express all of the added values of your request. In the example above, tell the approvers when the training will

be completed so they can start to feel the return on the investment.

“If we start next week, we can have 100 per cent of the staff trained by the end of the month and scheduling difficulties around first aid coverage on our crews will start to diminish within two weeks of the start of training. We also anticipate that employees will appreciate the opportunity to learn first aid and be happy they are better able to help their family and friends should they be injured at home:’

Be prepared to offer the answers to as many anticipated questions as you can in your presentation. What do you want the investors and others to do in your plan? What is the experience of others doing similar things? What/ who are the competing forces working against your idea?

If your role in your organization is to obtain resources by presenting recommendations or budget requests, please consider watching one (if not both) of these TV shows as an essential part of your training and education in “selling ideas.”

You will be happy you did and avoid the wrath of the “sharks” and the “dragons” in your organization for being ill prepared in presenting what you need and want. While it’s extremely entertaining to watch it happen to others on TV, it’s not so good if it happens to you.

Alan D. Quilley (1954-2021), my late husband, was a proud CRSP, published author, spent over 4 decades working in OHS, and since 2003, was a highly successful OH&S consultant and trainer/mentor. In determining the direction of our newsletter, I will be including Alan’s past articles as they are virtually timeless.



BCRSP-CPD Mandatory Ethics Next course September 1/23

This online course takes approximately 3.5 hours to complete. Registrations are open until September 6/23, and will conclude September 30/23.

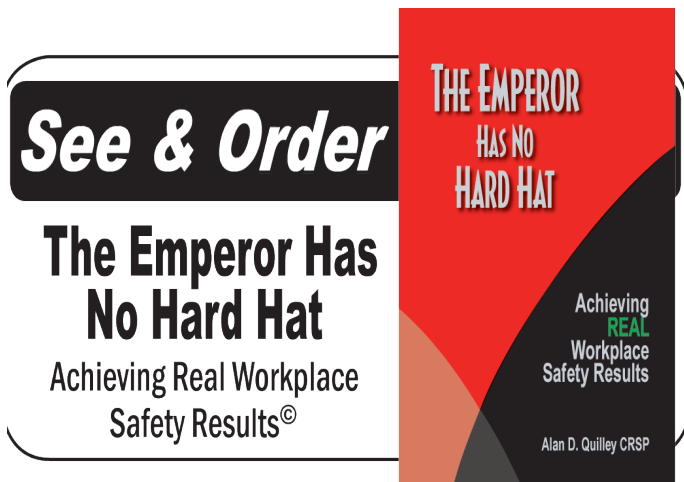
This comprehensive and thought-provoking course, designed specifically for, and approved by the BCRSP by Alan Quilley, (who was a CRSP for 35+ years), is ensured to enlighten and challenge a CRSP's/CRST's thinking of ethics in their professional practice.

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](mailto:info@lambtoncollege.ca)

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



Compliments for our CRSP/CRST Study material and Virtual Coaching

"I just want to let you know that I was successful in the February writing of my CRSP Exam! I just received notification that I passed. Utilizing the study material made a huge difference in my ability to be successful".

"Just to let you know I have passed my CRSP exam, I found the materials invaluable."

"I was successful in my first attempt at the CRSP exam. I wrote the test in June and received the results today. Your study material was the key to my success. My deepest gratitude".

"Just a quick note that I received my exam results back yesterday and I passed! Your study materials were very helpful and I really appreciate it!"

"Wanted to send a quick note that I received my CRST exam score today. I'm completely shocked, but also very proud, to share that I passed the exam on the first attempt! There's no way I would have been successful without the study material from Safety Results, and Greg's support and guidance while studying for the exam. Thank you both, so very much!! Tonight, my husband and I are opening a "good" bottle of wine to celebrate and toast everyone who helped me successfully achieve the CRST designation".

"I just wanted to circle back to thank you for your assistance in preparing for the CRSP exam. I'm thrilled to report that I have passed! Thanks so much!"

What are you waiting for?

Testimonials from our valued clients serve to reinforce that along with their studying, our study material/coaching packages and process prove without a doubt that WE have the right formula.

Visit our [website](#) for more information!

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.

Note that our CRST Virtual Coaching package is on currently hold due study material is being rewritten to match the new 2024 CRSTEX Blueprint. The CRSP Virtual Coaching package is based upon the 2020 Blueprint.

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 coaching 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. Packages must be used within 6 months of purchase.

“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 coaching 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

If you wish to purchase only study material (CRSP Study Manual and Workbook) please visit our website:
[CRSP Study Material](#)