

## MY MOTIVATION FOR JOINING THE UKSRG...

### TO PROMOTE A WIDER UNDERSTANDING OF PEDESTRIAN SLIPPING

This is one of the aims of the UK Slip Résistance Group and is also one of my key objectives. It is in this area that I can bring most value to the group for 3 reasons:

- a) With over 25 years of operational management experience, I know that most operational managers adopt health and safety advice reluctantly. They tend not to take action unless they are forced by law or if they truly appreciate the benefits that a safety policy will offer and understand the practicalities of implementing the policy.
- b) I can stimulate debate internally on some of aspects of slipping and floor safety that are not well understood or incorrectly understood by operational managers and those responsible for floor safety. This will help the UKSRG to promote a wider understanding that corrects these misconceptions.
- c) With my background in both operational management and marketing communications, I can help the UKSRG to communicate effectively with businesses, win over even the most cynical operations managers and help the group to achieve its aims and provide a catalyst for measurable improvements in floor safety.

### RELEVANT BACKGROUND

Summary of relevant background and experience to UK Slip Resistance Group

#### **Degree – University of Glasgow**

Maths (with Advanced Statistics), Physics

**Relevance:** I understand as well as most the physics of slip and the statistics associated with the measurement of pedestrian slipping.

#### **1<sup>st</sup> Job – Senior Engineer – Marconi Instruments – test equipment**

Managing teams of engineers developing test equipment.

**Relevance:** I understand test equipment design. I also appreciate the importance of giving customers effective solutions that work for them.

**Career to date:** 25 years of Operations Management and Consulting in Effective Operational Management.

**Relevance:** I understand operational managers and businesses of all sizes in many different industries. I have a good understanding of how to implement health and safety initiatives effective by clearly communicating the relevance, the benefits and the business value.

### **Health & Safety Experience**

I have worked with Health & Safety Managers in a variety of industries including: Construction, Telecoms, Manufacturing, and Engineering. I worked with Unipart Group as operations manager where we won the health and safety sword of honour.

**Relevance:** I understand Health & Safety and in particular the challenges of balancing commercial business goals with practical health and safety policies. I also understand the important work that has been done to reduce accidents and address other serious health and safety issues: falls from heights, fire safety, electrical safety, construction site safety, kitchen safety, machinery safety etc. I can relate that knowledge to the need to press for similar initiatives in slip safety.

### **Working with SlipAlert**

I have worked with SlipAlert for 3 years. Clearly I do not have the detailed knowledge of the physics of slipping that Malcolm has, but I understand the physics as well as most. Having tested many floors and having worked with SlipAlert customers in many different industries I do have a detailed understanding of operational challenges associated with preventing slips.

**Relevance:** I can bring to the group feedback from business owners, Health and safety managers and those responsible for floor safety. My regular customer contact provides fascinating case studies of businesses that operate effective floor safety regimes and also case studies of the many real life issues and reasons for not implementing effective floor safety policies.

### **Practical Innovation and Creativity**

With a wide range of operational skills I find it easy to consider alternative solutions to a problem.

**Relevance:** I can help people within the UKSRG and the wider communities we wish to educate, to focus on the real issues and on developing practical solutions designed around the way people work and designed to reduce slip accidents. E.g. helping managers to consider practical alternative ways to improve the safety of a floor.

### **Sales, Marketing, Web skills**

I have extensive sales, marketing and web skills and appreciate the importance of "selling" best practice safety messages.

**Relevance:** I can help the UK Slip Resistance group to gain a voice, far greater influence and the ability to achieve its aims. I can also encourage business leaders to communicate and act upon UGSRG advice in ways that will permeate their businesses and lead to significant improvements in floor safety.