

## HOW MUCH RISK WILL YOU TAKE? 5-Part interactive video programme

Now your worksites can have access to the  
best **RISK TOLERANCE** teaching tool  
available – for a lifetime!

As you know, many unsafe acts (and hence accidents) come from well-trained, well-intentioned people who make the wrong choices. They take on too much risk – and most of the time they are unaware they are doing so.

For years we have struggled to find a way to show people how risky their thinking is and how that leads them into danger. Lecturing and telling does not work. Now we have a simple, yet powerful way to do just that.

Dr Bill Robb of Safety Improvers has prepared a 5-video programme that wakes viewers up to how risky their thinking is and how much risk they are prepared to tolerate. Once people see for themselves the risks they are taking, their risk tolerance reduces. Even better, the videos teach people what they have to do to reduce unnecessary risks.

The videos are based on Dr Bill's 19 years of helping people in a range of different industries work more safely, and his extensive educational expertise in helping people see for themselves what has to be done to improve.

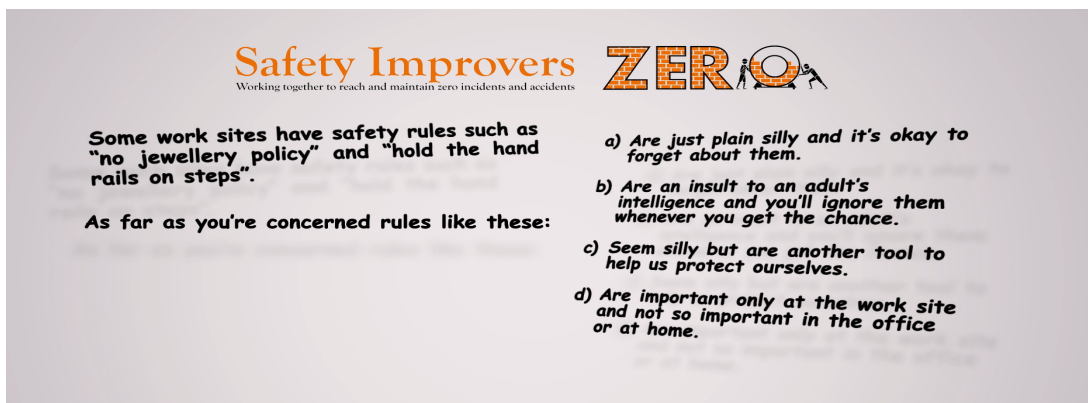
### The Videos

- Each video presents the viewers with three unsafe scenarios which if not dealt with correctly could result in an accident. [See screenshot 1 below.](#)
- After each scenario is shown, the video is paused while viewers decide on the best way to deal with the situation. They have to choose from four options, a), b), c) or d). When the video restarts, Dr Bill goes through each of the options and explains (with a little humour) why the best option is the best and why the other three are not so good. [See screen short2 below.](#)

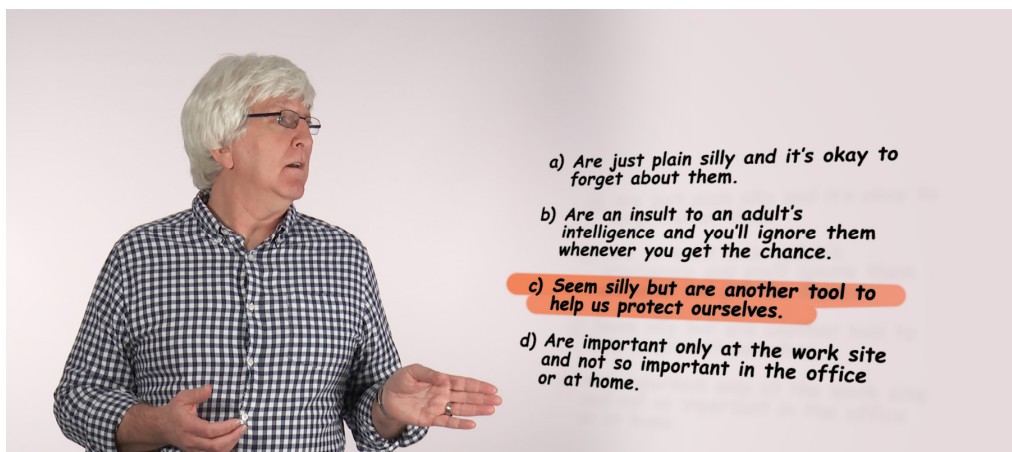


- The aim of Dr Bill's explanation, to get people to become more aware of the risks they are accepting and to risk assess - even the smallest task - more thoroughly. In addition, Bill emphasises the five behavioural traps that people must overcome to make the best safety decisions.
- Each video is about 20 minutes long and contains three scenarios. After watching all five videos, viewers will KNOW for sure that they are accepting risks without thinking. They will be unable to escape the realisation that their lack of awareness, putting pressure on others, lack of concentration, being afraid to speak up and tricking themselves into making the risks small, will cause accidents.

**Screen shot 1 showing the exercise.  
There are three such scenarios on each of the 5 videos**



**Screen shot 2 showing how each of the options is discussed in turn**



**The best way to use the videos**

The most effective way to use the videos is to show them in a safety meeting or coaching session with five or so people on a table, so they can have a good discussion about the best way to

correct the unsafe scenarios. It is from the discussion that people see how different people tolerate more risk. However, the videos could also be used for individual coaching when new starts come to a worksite.

### **The fee and licence**

The fee for the licence for the 5-DVD set for one worksite is £2375 plus postage and VAT (if applicable). Here is the good news – the one-off fee and licence is for a LIFETIME! However, copying the DVDs is not permitted and that means having a separate licence for each worksite.

