

Job Hazard Analysis: Enhancing Safety and Driving Business Success by Changing the Status Quo

Dallen Davenport

Welcome to our weekly webinar series. We have today presenting for us Ken Rasmussen; our VP of Partnerships Ken has a wide array of experience in the technology space where really glad to have him today with us. He'll introduce himself a little further but I just from a little bit about Ken. We really feel like he is just out. He's a Jack of all trades. He's very, very talented and is able to really grasp a strong understanding of the industry through his many experiences engaging with our customer base and in the industry over the years as well. Ken has tied in very closely to our operations. Our product management team and our partnerships and so I can get to see a lot of the day-to-day and engaging with the needs and pain points and really the trends of the day and so really happy to have you can and we'll I'll probably just pass it over to you now. But yeah, excited to get started. Thanks.

Ken Rasmussen

Thank you, Dallen. Appreciate the kind words as always. Good morning. Good afternoon. I guess to everyone. Appreciate the opportunity to spend a little time talking about a subject that's near and dear to my heart having been, you know, in this, in, in the technology and space for quite some time. I think this is one of those topics that each one of us, regardless of how long you've been in the industry, you've been exposed to some degree. So I started my career early in the aerospace world, working as an aerospace engineer, working on some really cool projects.

Ken Rasmussen

And over time, you know, through the evolution of my career, I've worked with a lot of different companies and really enjoy the opportunity to work with people like Dallen and the Redlist team. They're a solid group, a solid company, and just good people to be with. So, umm, let's get started.

Ken Rasmussen

Yeah, kind of was talking a little bit about my history. As a young engineer, I'm gonna date myself here. But sometimes it's never fun. Today when I'm around, you know people like Dallen who has, you know, so young and vibrant and energetic and but back in the I'll say the mid-80s to early 90s. I worked in as I mentioned in the aerospace industry, as a young engineer and you know as an engineer, I was out in the field and our plant quite often, and one of those things that you know we were before you drive on to the plant was a big sign to tell you how many days of no instance we've had and was always something to talk about. But we were in a, you know, exposed to some really hazardous environments.

Ken Rasmussen

Some of these rockets that I was working on at the time and the aerospace industry, you know, they were, you know close to you know over 200 feet long and six to 1015 feet in diameter just tons and tons of material and so you know it as I would go on the plant you know being exposed to these different industries or sorry the industries too but different hazards it was really common as I worked with the different groups in these different buildings and departments you know everyone was.

Ken Rasmussen

Cognizant of how many days of no incidents we've had, in fact, my wife was even really interested in it because every month we would get the ability to pull out of this magazine that they gave us, you know, price. And that was our thing, right? And as the more days that we would have of no incidents, the more the greater the size and value of the prize that we were gonna pick from. And so that became, you know, I heavy motivator at my home. In fact, so much so that what that was doing as I've worked in these in these environments as I noticed people would often say, you know, I'd see people get a little bit injured and that created a behavior of well, look, I know you're hurt, but you're OK to walk it off. You don't need anything. You don't need to worry about that. Just make sure you're back to work tomorrow. Because nobody wanted to lose the whole company. That prize and I think that what that did is it created this peer pressure of you know it's not so much about being safe, it's more about protecting that prize.

Ken Rasmussen

And I found that very interesting. And I was exposed to that for, you know, many, many years. And then as I transitioned into other in into other roles in my career with other companies, I began to be one of the things that I grew into is working with a company that was responsible. Our product was primarily focused on safety. This it was a safety, a safety tracking system for organizations, and through that experience I was exposed to all kinds of different companies, leading industry companies from. Companies. You think of like Disney to ESPN, to the caterpillars of the world, to the largest mine sites and companies worldwide and being exposed to their safety programs. I begin to see and looking at some of those, some of those different cultures that were so much more healthy and I was able to see how that impacted the individuals and how they behaved within the work that they were doing.

Ken Rasmussen

In fact, one of those organizations, industry sectors I worked in, was with the railroad industries, but I got the experience to be exposed to all the Class 1 railroads in, in, in North America and they're safety programs and they're and they're safety, you know, personnel and seeing how they looked at safety within their organizations, but also particularly how they looked at that with regards to their contractors who came on site and did work for them. It's a great experience, highly regulated like some are in the in the US, but it was an interesting experience. This slide, you know what I'm trying to display here is the thing that jumps out to me is that, you know, these are statistics that come from the Lewis US Labor Statistics. And there is always a little bit trailing, but the one thing you'll note other than you know some of those that the little dips that we had with regards to the pandemic, you'll see that as you're exposed to these many, many different programs and they're trying different things to help, you know, make a difference in the number of incidents. There's very little change going on. In fact, in some ways they're going up, right. And so you know that's you have to look at that and think what is not, what's not happening, what's what does it take to create change within the industries that we work in within the homes of the people that we are working side by side with and then when you think about that in terms of you know the different programs that have that have been exposed to I think personally I've been exposed to well over well over 20 different programs from different companies and seeing how they've done different and approach safety as a corporation.

Ken Rasmussen

And umm yeah, this has been kind of the consistent right is that things continue to stay flat and so you know you think about some of the hot topics today they're being talked about and many of you are probably exposed to these but you hear things like digital transformation around safety, a big one today which is certainly very important. And I've seen this for quite some time outside of the US because becoming more embraced and accepted within the US as workplace, mental health, and Wellness within the individuals, recognizing the importance of mental health and the workspace, you know, human factors focusing on, you know, human-centered designs and safety cultures and how that works with whom, human behavior.

Ken Rasmussen

Another hot topic right now, you know, process safety is always something we're looking at. How do we process and look at proper measurements and KPIs to prevent these major accidents and risks or being exposed to a new one? I think we're all being exposed to AI. How is that going to impact safety, cultures, and safety? You know you know PP PPE improvements, innovations. We're always seeing new things there, which is exciting and there's, you know, there's pros and cons with that comes with come with all that safety training and running. Doing virtual reality is also one of those newer areas where we're actually able to immerse people into those environments and I'm excited about some of the things that are happening there.

Ken Rasmussen

But I guess I stand back and look at it and say, but are these things going to make a difference? What does it take to make a difference? Uh, today. And so one of the things I'd like to do just to get some feedback from you all and I hope this will work, but I'm gonna launch a little poll here for everyone if you wouldn't mind just taking a look at that here and download, maybe you can help me make sure that that is displaying properly. If it's not, I made the exit.

Dallen Davenport

It is displaying.

Ken Rasmussen

OK, great. So if you just go and kind of rank those things, you know those four areas that I have listed here, there's certainly more, but just trying to get everyone's feedback on kind of what you think is, you know, some of those areas that may be interesting, you know to you and so umm, anyway just a little bit of an experiment there to get your feedback on it. So I appreciate, you know everybody's response there. So let's move on.

Ken Rasmussen

Interesting that you know, most people feel like I do, which is at the end of the day, there are a lot of outside organizations that can impact the culture of your company with regards to safety. But I think we all agree for the most part, that it comes back to the individual, really embracing that. And so I think that's one of the things that's super critical for us to always recognize and pay attention to. How do we motivate, incentivize, encourage, you know, beg the individual to embrace safety, and then, you know from you, think about it from an organization perspective, what's the cost of poor safety performance? What is really happening? This is another one of those where you look at nonfatal injuries and again they continue to stay relatively flat.

Ken Rasmussen

When you look at cases that have been, you know, cases that have been, umm, they're being looked at over 100 full-time workers, those ratios there. And I think that's the thing I really want to point out here is that when we look at a chart like this and we think about the cost, one of the things that are really interesting to consider is that, yeah, we, we talk about, you know, the cost of a poor safety performance in the industry. But you know, we know how this impacts not only the company from just a cost perspective like you know workplace injuries or it's \$170 billion per year, right? Umm, 2.3 million cases. We're talking about 400 million workdays loss, umm, and that every minute, you know you're I think this is the thing I really want to hone in on.

Ken Rasmussen

Is it every minute of every work week that 17 people will pass away from incidents? Yeah, there's a cost. There's a cost to accompany. There's a cost here. Brand recognition. There's a cost associated to, you know, the indirect costs that come from, you know, employee impacts. You know when you're in an environment or something like that happens. There's an incident. There's an emotional impact that happens to the individual and certainly, we can't forget the impact to the family itself. And so there's nothing really new here, really. Probably shining a flashlight on for everybody, but at the end of the day, what I really want to talk about is how do we make a change. How do we? What are some of the things that we can do to bring about change? Because it is all about the individual right. It's about the families that are impacted. It's about the people you're working side by side with and so, umm, just want just want to point that out and highlight that more name thing.

Ken Rasmussen

I think one of the things that I really, you know, maybe some of this is new to some of you, but the worry is that emotion that happens that we ask ourselves these questions when we talk about, you know, what do we really have control of and this circle of concern or circle of influence was really introduced by Stephen Covey back in his book about the seven habits for successful people and those areas of concern are things that you've worried about. You're concerned about on a daily basis, but perhaps you don't have control of So what are those things that we have control of as an individual to be able to make a change and also then we really look at what, what Cubby really focused on was as we really identify those areas of control, it helps us organize the efforts and emotional focus that each one of us faces.

Ken Rasmussen

And so when we look at what's in our circle of control, when a safety perspective inside an industrial environment of some sort is one of those things that I can actually be involved with, what are the things that I can actually participate in and make a difference in? And I've listed a few here for you to consider, right? You know, and I think if you've been in the industry long enough, you've been exposed to these, there are different things that you've seen work and I'm not suggesting this is an exhaustive list, but you know these are some of the things that I can think about from a circle of control, right, you know, are we having daily, you know, toolbox talks a lot of different terms for it, but you know, are we defining the task we talking about the tasks we're doing as a group before we go and do it ahead of time to identify who's doing what, the responsibilities and we do.

Ken Rasmussen

We truly identify the hazards and risks that are associated with the work that we're doing. You know things are not just only about the physical hazards, but are we talking about the weather for the day? Are we talking about staying hydrated and we talk about those kinds of things, how do we determine risk mitigation? We're looking at our PPE. Are we looking at the equipment that we're working with? Are we inspecting that equipment appropriately? Are we reporting where we don't have the equipment that we need and are we willing to pause and have the ability to do it, then do it correctly, right? So those are, you know, those are some of the things that jump out to me pre-trip inspections work site inspections, employee training, and reporting all these things are things that are and within our control to be able to bring to the job site every single day.

Ken Rasmussen

These don't take necessarily. A corporate initiative. We can start these within our own little groups within the work that we're doing, whether it be at home, right, whether it be on our, on our drive to work, right? I work in an office all day long, so I'm not exposed most of the time to these hazardous environments, but I am. Opposed to every single day. So my circle of control, do I do some of these things? Do I look at my vehicle often enough before I drive to work? You know, just having awareness of these types of things I think is really important. And what drive change right? So I'd like to just kind of could you know as a Redlist platform, we feel like we want to participate and bring value to your organizations some of the things that we can do is we're building out more and more tools within our environmental health and safety area of our platform.

Ken Rasmussen

And we've we are constantly, you know evolving this part of our platform like we all are the entire package or platform. But there are some things in here that just thought would be helpful to kind of walk through together, showcase some of the things that we're doing, and call attention to them as a group. And so with that, let me just open up and do a little bit of a demo for the group.

Ken Rasmussen

We just kind of showcase some of these items, just need to share my screen, look at the technology here, I'll set up. The. And of course there we go.

Dallen Davenport

Looks great.

Ken Rasmussen

So it's down, just do a check to make sure you are seeing this. OK, great.

Dallen Davenport

Yep, looks great, Ken.

Ken Rasmussen

So most of these are that are, if you're not familiar, this is our mobile app. I want to show you two different perspectives. We have our mobile app. This is primarily for our field users. It's an area where you know you could put tools in the hands of the individuals that are performing work. And as we're talking about safety today, where they can do, we can add simple technology solutions and put them in the hands of the people to give them a voice in what they do. So I'm gonna dive into just quickly our forms tool here. One of the things that we do within our platform is to give users the ability to create configurable and customized forms.

Ken Rasmussen

These forms can contain and encompass just about anything you can think about, right? A lot of just basic questions, checklists, inspection, checklists, and reporting tools. We also allow for the product to be able to do to put some decision logic in there so that if you want to raise an issue and send a notification to an individual, you can do that pretty quickly within the tool itself. And so let me just grab one of these. I'm just gonna do the safety inspection checklist just to kind of give you what these look like. Again, these are just. These are just questions that have been entered in this test environment and just again, I'm just trying to give you a feel of what this looks like can you have the ability to put optional information in here if you want to enter your work zone, you wanna select on a particular piece of equipment that you want to pull from, maybe you have all your fire extinguishers listed like simply go through, make it as easy as pass.

Ken Rasmussen

Let's say that we've got some sections around lockout to tag out. We've got to pass the condition of the box. Let's just say that that fails. So again, this decision logic can be put around these questions that then where they can attach a photo that would be able to allow them to say, hey, you know I've got an issue here with this particular item we want to capture it a photo. And then I want to describe what that is. We can do voice-to-text here and then you can then have these items on these items that you wanted to add this decision logic to be able to push a notification to be able to push actually a task to an individual to be able to have them complete. That so a simple way to be able to go through and do things just like what I'm showing here.

Ken Rasmussen

That allows you to ability to put tools in the hands of the people to make a difference, right? It's all about giving them that ability. So you know, just a couple other, you know, we're talking about forms and things that we can do here. But I think this is a good one as well. You know, job site analysis is one of those things we see where companies are. Do we want to make sure that we're doing a job site analysis again, just a different type of a form to give you a feel for the type of things that we do, but we can say, hey, we want to work today, we're going to be taking a look at the hazards identification risk matrix and I can add into this, you know, steps where they can put in, they can select buttons which as we put as they select these items, it can expand additional information to the question set, but they can go in and do any type of information that can add into this form.

Ken Rasmussen

So again, just giving you a little bit of that perspective of some of the things you could do within the platform around these types of tools that we're providing. So one of the other things that I think you know, hopefully, this gives you a sense of this and one of the things I want to call out is that you know, like a lockout tag out any of these forms can be added to preventive maintenance or reactive maintenance type of tasks that someone is doing to ensure that we now start not only here's the steps that you need to complete in order to execute a task, but what about the safety considerations, lockout tag out is a good example.

Ken Rasmussen

Can we put visual help in here? A checklist to make sure that they are doing some of these safety pre-check type of things steps in here before they start the tasks that they're doing right? So this again is just a simple example to showcase how this could be added to the front end of a task like that. So as we look at this in a sense of, you know, how do we help be able to, you know, put tools in the hands of the people in the field, you know, maybe it's a simple instant report. You know, there's something that's happening here and then classify the accident but also one of the things that we that we've spent a lot of time on is you know now, now we have these type of forms. So we can put in place, but one of those other areas that is extremely important in, in, the, an organizations safety culture. Is are the people that I'm putting in the position to do this work?

Ken Rasmussen

Are they trained? Are they confident and are they compliant to do that job? Certainly in a highly regulated area like mining and some of these, even within OSHA, there are certain, you know, certifications, qualifications that individuals need to have. And so we've really built some tools in here for safety teams and for individuals to be able to track my qualifications. So I'm going to jump over to certifications real quick and I'm just going to pull up. I'm just going to pull up Dallen. I think Dallen is a good example. You know, and so Dallen can be able to be we could pull up and go into someone like Dallen and see for Dallen, you know, you can see from a high level and let's say I'm a safety inspector, I can see that your Dallas expired on certain certifications and Dallen.

Ken Rasmussen

We need to talk to you about this after the webinar, but I can quickly go in and see, you know where is Dallen in his. Certifications. I can see his ballot, let's say maybe he's going out to do a forklift. Some forklift job has he been certified for? Has he been trained within each one of these? I can drive into it and I can see the issue date. Perhaps I can even see you want to put attachments to this where they load their certificate. In here you can do those types of things so that they can so that maybe as the job site manager, I can perform audits as a safety manager, I go out and take a look at, make sure that people can audit from time to time, but also as an individual, I can track my own certifications qualifications within this platform to be able to help showcase you know and keep track of maybe just for myself those reminders that I need.

Ken Rasmussen

So there's a lot of power that comes in here from this and maybe what I'd like to do is I've kind of showed you the mobile side of it. But let me just jump over and showcase for you within the. Website of the tool. This is the web UI. You know how some of that works and some of the power that we put in the hands of your teams that are really tracking this kind of information. So within our certifications, I'm gonna you can see we can do certifications around assets employees as well as let's just take a look at the certifications themselves. So I can grab for example any one of these certifications that I have in here and I can take a look at it and I can when I select on it I can see the people that have been assigned to it.

Ken Rasmussen

I can look and see very quickly where they're at on their status. I can set rules around these certifications. When is it recertification? When is it? When is recertification happen? What are some of those notifications that need to happen when individuals have either been they've expired or when they're about to expire? You build notifications around this and then you can also set up tasks of how some of these things will get renewed. So using some of our tools within the Redlist platform for managing tasks that get sent to individuals, is a great way for reminders and then you can set up you know, files. I can. I can have it.

Ken Rasmussen

As I mentioned before, there may be forms that you need that you wanna have completed as a part of a 5023. For example, you can have that completed form sitting in. Here we can have some of those items within a form. Now, thinking back to our forms tool, you can actually replicate a form and have that filled out and sitting. As an artifact to a certification and so a lot we can do here within our certifications tool. You know you can assign rules to these certifications so that they apply to certain job or employee roles. You want this certification, for example, to be a part of all your crane operators, or a part of your individuals that work a certain part of the plant. So you can set up rules around that as well to help.

Ken Rasmussen

Again, kind of manage who gets trained when they get trained, how often they get trained to really look at that question of or maybe people trained, are they competent? Meaning they've been not just they've sat through the training, but they've actually gone through some type of a test as well as are they compliant. So you can do that not only with as I mentioned with you know assets but also the employees as I kind of showcased with the mobile app side of things. So I thought that was kind of, you know, interesting to kind of 1 to kind of showcase that to the group to really talk about, umm, some of those things there that we're seeing. I'd like to maybe pause here.

Ken Rasmussen

I know we probably didn't do this early on Dallen, but are there questions from the group that maybe we should address before we go on?=If not, that's fine, and keep going, but just wanted to maybe open it up to see if there are any questions. We'll certainly do this at the end as well, but just wanted to check on that. Yeah, for anyone who would like to submit a question to the chat, please feel free to do so now or throughout the remainder of the presentation.

Dallen Davenport

And well, I'll make sure to call it out for you, Ken. If anyone?

Ken Rasmussen

Great.

Dallen Davenport

Uh. Chimed in.

Ken Rasmussen

OK, fantastic. So you know, how do we make safety habit? You know, there's for each one of us at one point, you know, we all consciously decide how much we're gonna eat or you know what we're going to do. We get to work how often we go for exercise. Umm. And you know, we make those conscious decisions and at one point we kind of realized I've really stopped making that choice.

Ken Rasmussen

It just becomes that behavior becomes automatic within this, and anyone who's gone through that exercise ebbs and flows knows exactly what I'm talking about there. Although exercise sometimes never is something I don't consciously think about, so maybe it never really became a habit for me. And, umm, there's a book that I think is really powerful.

Ken Rasmussen

If you haven't read it, you know it's by Charles Duhigg. It's the power of habit, and there's a passage that I think is really a powerful reminder of virtually every behavior. He says that no matter how small a routine that behavior began, it began with a choice. It's a conscious decision, so inside from that involuntary process such as breathing and sleeping, there's intentional behavior behind everything we do, and really the same thing is true with organizations and you know every workforce program that we were involved with or exposed to every internal system, every element of your company culture, it all starts with that basic question of let's do it this way, right. So, you know, we talk about how to have us get formed and we think about it every you know, everyday occurrence from organizations, you know, something that just seems to naturally happen, like I'm gonna take a break or maybe it's your vehicle inspection, you know, can you remember that moment?

Ken Rasmussen

You know, something like that for you. Stop being a conscious decision and it became that unconscious habit and I guess you know, for me, I'm. I'm not surprised if I can't think about, you know, when's the last time I, you know, actually needed to set my alarm. It's just a habit. Something happens inside of me and I just get up at a certain time. I can't recall exactly when that became no longer a conscious decision I make, but according to doing, he says you know that conversion of decision into habit really is the natural consequence of our brains. Neurology.

Ken Rasmussen

The human brain is really built to become as efficient as possible, and so how is our part of that? Right. Habits help us to be able to live our lives more efficiently. Little better than we have. And so it's all our brains always looking to form those habits, whether they're good or bad, like. So when you consciously think about everything you do before you did it, you probably wouldn't be able to get, at least for me, I wouldn't be able to get very much done in a particular day, right? So having it again is a way for us to become more efficient the problem we're challenging is that once a habit is formed, it tends to be pretty sticky whether we want it or not. So you know the brain is excellent at recreating these routines and it really struggles with disruption from that and dislodging them.

Ken Rasmussen

So even though through our conscious minds, we could tell the difference between a good habit and a bad habit between a healthy and unhealthy routine or unconscious, unconscious cells, they don't seem to really care, right? So how do we set up safety habits you know, and can't they can be changed?

Ken Rasmussen

So you know, how do we get in the habit of forming our brain to do some of these things we've been talking about? You know, we don't need to do them the same way just because that's the way they've always been done. That doesn't mean really works. We're powerless or we're habits by no means right. Those unconscious behaviors can be changed. New routines can be set and the key in Dugans I duhigg's book is that you know it lies in understanding this habit loop. We have this queue. We have this routine and we get a reward out of it. And so when we think about that from a safety perspective, you know what are some of those we need to identify those cues that happen maybe the beginning of a new assignment, it may be walking onto the shop floor.

Ken Rasmussen

It may be when I get into a vehicle the lock of the door or the shut of the door is that queue. But when I grab my keys to go somewhere, it's that queue and even when I do that today, right, there's a routine that I go through when that queue hits, I just need to rewire that routine and have a reward to that. Companies that have been successful at really doing a, you know, and I think we're all familiar with them to the most part, we've been exposed to those that look like they really have figured it out. And I've stated a couple of examples here. These are the more famous ones that I think most of us are familiar with. But you know, I love some of the things that there are fundamentally some very powerful things that come from these examples, like from, you know, Paul O'Neill says if you want to understand how Alcoa is doing, you need to look at our workplace safety figures.

Ken Rasmussen

If you bring our injury rates down, it won't be because of our cheerleading or the nonsense you sometimes hear from other CEOs. It's because the individual of the company agreed to become a part of something important, right? So that's part of creating that habit loop, and there are some great examples within Alcoa's history of how they were able to do that and how the power of the individual to stop the line really was that there was such a reward around that it became contagious among the rest of the organization. And Snyder has some good examples as well, but I think you know those when we talk about safety, we talk about looking at them.

Ken Rasmussen

Trending. Charge that we looked at creating this habit is really a huge component of being successful at making a difference in the trends and again, I think each one of us has seen these at different places, but how do we now embrace that and make sure it's a part of our own DNA with what we do within the companies that we work in and the people that we work side by side with, right? So, you know, I think a little bit of homework for each one of us. I think one of the things from the power habits book, is he talks about stories from and you don't necessarily have to like this team which I don't, or this coach, not a big fan, but he talks about Tony Dungy. When he went to the temp at Bay Buccaneers, they were at the bottom of the league.

Ken Rasmussen

They weren't great and he recognized the psychology behind habits. And you know, Dustin's theory was that you know, whoops, we go back. Apologize Doggie's theory was that our players are overthinking and overanalyzing their moves. They've been taught for years; you know? Hey, as a defensive player, I need to look at how the alignment is set up. What's the running back-formation? I need to make sure my hips are set. I'm squared up while my hands going to do when the receiver comes off the line. What do I do? Is it run? Is the path and he recognizes that people were just overthinking those things?

Ken Rasmussen

So what Dungy did is he recognized that every one of these elements regards the positioning played. There are cues that happen, and he understood the power of this habit loop, and he saw players that as they just weren't reacting, they just weren't playing and it actually made them delayed in their results. So what Dungy did is he coached his team on queues. He started with the individuals running back, so let's get together to talk about our queues. You know, center what are your cues? Defensive tackle what are your cues?

Ken Rasmussen

And by doing that, he really was able to make the Buccaneers very successful. He taught through this psychology and the power of habit. He really took them to be a decision championship, he went on, actually win a Super Bowl. And so I think when we talk about bringing success to the places where we work, we need to be able to take some of the things that that Coach Dungy took to the Buccaneers and bring it into what we do. So you know we need to look for those queues, we need to stop overthinking some of those things, right?

Ken Rasmussen

So what do we list? Some of the homework here is to list out those bad safety habits that we find in our workforce. This isn't necessarily the workplace. It can be, but what are those things in the workforce, the individuals? What are some of those safety habits now? These, you know, certainly as we talked about, there's good habits and bad habits and you know, we just need to list them out. We don't necessarily need to make this a punitive thing at all, but let's just identify them and then we need to 1 by 1. Dig in and identify those loops and look at the reward, the queues, and that routine, and how can we rewrite those loops right. Whether it's good or bad, you know we want to be able to rewrite them, rewire them and be able to do that. And as an extra credit, right?

Ken Rasmussen

Maybe you can reinforce these new habits through automation. Things such as the Redlist platform can really make a difference, but it starts. It starts with identifying these queues, these routines, and building rewards, and then you can augment it with tools like Redlist to really help strengthen and empower the individual.

Ken Rasmussen

It could be a part of the reward and be able to help them be successful in being a part of a safety culture. That really they could be proud of that they're not a little bit ashamed of like I was as a young engineer, I would've been ashamed if I would have called out a safety issue that would have caused any type of disruption to this organization or to somebody getting their prize. That comes at the end of the month, and so, you know, I think those are the things that I really wanted to kind of call out, talk about it as a group.

Ken Rasmussen

I'd love to get some questions from you all if not totally understand. You can submit them in different ways but appreciate everyone's time. I appreciate the opportunity to talk about a subject that I am passionate about. Umm. And so with that, maybe Dallen, I'll, I'll turn it back to you and you can kind of close things out. If there are no questions or queue up some questions.

Dallen Davenport

Wonderful, Ken. Thank you so much. And yes, please, while I'm wrapping up, feel free to chime in. Anybody and plug your questions in but can really felt like there was a lot of value given today and really I hope that we all can take that homework that was shared and can really see how that can be considered and applied really you know to see how we can make a positive change and how we approach safety in the industries that we work in. And I also Ken, thank you. You know, I think next time hopefully there's an example from the Raiders.

Ken Rasmussen

Ah, hey.

Dallen Davenport

You know, we're probably expecting that, but I thought that was kind of you to get shed some light on the Buccaneers. So very, very generous of you.

Ken Rasmussen

Well, the Raiders could just we'd love the Raiders just to win a few games this next year. We'll see that coming.

Dallen Davenport

Maybe.

Ken Rasmussen

Funny baby.

Dallen Davenport

Maybe there are some cues that we can teach them as well, so, but it looks like there was a question that came in Tom Kuster was asking what were the results of the poll. I'm not sure. Yeah, we.

Ken Rasmussen

I can go back and like and look at that. Yeah. So the results were in that poll that individual folks ranked individuals as the most important. Company leadership is the second safety group and then peer pressure. So kind of like why I anticipated but that's how the poll shook out from the group.

Dallen Davenport

Very interesting. OK, let me see if I'm looking for any other questions here. If there are any at the moment. OK, I don't believe I don't believe we have any other questions there as well. Tom says, great presentation, Ken. Thanks, guys. So thank you, Tom. And yeah, we'll we will wrap it up then. But thank you again for this weekly series and yeah, looking forward to having you back. Ken, thank you so much.

Ken Rasmussen

Thank you. Have a good day everyone.

Dallen Davenport

All right, with you, bye.