

ISHN "FDO"
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"The Red Zone"

In American football, the Red Zone is that highly contested battleground between the end zone and the 20 yard-line, where opponents struggle to cross or defend the goal line.

Medically, the Red Zone - means symptoms indicate immediate Physician attention. And, in Safety, that is precisely why we need to identify our Red Zones as a priority and give immediate attention.

Of course, there are other examples of the Red Zone, but you get it....The Red Zone is the most critical situation. You must minimize the probably of cause for sickness, injury or death. In football however, it is a must to get to the Red Zone, a priority to get into this scoring position, and of course, score! Or, for the opponent, defend it. In our case it is certainly the area to avoid, but proactively, identify and correct - immediately.

In business, and for sure, Industrial Safety business, there are many Red Zones. It's all about how you perform in the Red Zone, in the clutch, preferably ahead. It now becomes necessary to become Red Zone efficient. There are, as in football, offensive as well as defensive opportunities to anticipate and react.

The expression, first coined by Andy Warhol. Everybody, it is said, gets their, "15 minutes of Fame". A sickness, injury or death is not the place for your or your company's "15 minutes".

In business, if you are in the Red Zone, it may be too late. Like a business who finally puts up the sign, "Yes, We're Open", it's too late. Or it signals certainly at least go into the "prevent defense". A warning - take note.

Think of safety working conditions or selling situations, being either, on the offensive OR "prevent defense" situation in the Red Zone.....It's not about what happens to you or how you got you into this Red Zone. It's all about what you do with what happened and HOW you react and perform in the Red Zone, defensively or offensively.....safely.

Wait! Hold the phone! Football is just the opposite of the industrial safety business. What WE really want to do is, STAY OUT OF "THE RED ZONE"! Our job is to, cumulatively, assist keeping, our customer, the end user, out of the Red Zone. Through, in-person plant surveys, interviews, good questions, presentations of new products, programs, ideas - learning your customer - learning and knowing your customers needs and delivering solutions.

How else?! Well as stated, unlike football, we want to stay out of.....! " It's not one thing, it's not a thousand things, it's everything you do"! In, thought, preparation, education, and execution. Like in football, over and over and over again, Thinking scenarios, thinking them out. Prepare by studying and staying current and beyond. Networking with others. Educating and training those around you. Continuous education, 'Profession Specific Education', like QSSP (Qualified Safety Sales Professional www.safetycentral.org) or CIH, CSP, etc. Reading our excellent trade journals. Attending trade expos. Being INVOLVED in your chosen profession. Being involved in industry trade associations, I.e. ISEA (International Safety Equipment Association www.safetyequipment.org), SEDA (Safety Equipment Distributors Association www.safetycentral.org) ISA (Industrial Supply Association www.isapartners.org) MANA (Manufacturers' Agents National Association www.MANAonline.org) Being and/or becoming contagious in your enthusiasm and knowledge. Then, the most important - execution of procedures which comply and beyond in the journey be best the best and safest places, and out of the Red Zone.

Yep, it's much like football (or any sport). But, safety is NOT a game. Recall the Nationwide commercial, "Life comes at you fast". Stay out of the Red Zone!

Think about it.

George J. Hayward