

latitude



HINDSIGHT - THE KEN WOODWARD STORY

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Introduction

Everyone agrees that health and safety is important.

The challenge is to make people feel it in their hearts and prove it in their actions.

That is exactly what Ken Woodward does better than anybody else.

Since the horrifying accident that blinded him, Ken has become one of the world's most powerful safety motivational speakers, inspiring thousands to raise their awareness and transform their workplace.

"Hindsight" tells Ken's story in his own words as well as those of some of the people most affected by his accident: his wife and his manager.

It is a contemporary and refreshing take on Ken's harrowing, emotional but ultimately uplifting safety journey.

Hindsight blasts through the defences we all raise against the reality of risk.

It inspires the viewer to take personal responsibility for the health and safety of their workplace.

And it drives home the consequences of the alternative.

Objectives

"Hindsight" is an overwhelmingly powerful reality check, a reminder that we are all part of a constantly evolving safety culture or journey.

One or a series of simple wrong decisions could lead to unthinkable consequences.

Reflective, thought provoking and beautifully filmed, "Hindsight" is Ken Woodward's call to action – to all of us.

Topics covered include:

- Safety is everyone's responsibility
- Looking after each other
- Everyone has the right to return home safely everyday
- An average safety culture is sometimes not enough
- Living in the present
- The need for managers and workers to work together
- Turning hindsight into foresight

Who Is The Film For?

"Hindsight" is an emotionally charged safety training experience that everyone should view and most importantly will remember for the rest of their lives.

Discussion Points

What can we all learn from Ken?

What would you like to ask Ken if you could meet him?

What was the main reason behind Ken's accident?

What was the worst accident or near miss you've experienced?

How good is your workplace safety culture?

What is the worst type of accident that could happen at your workplace?

What is the accident most likely to happen?

How can we stop those accidents from ever occurring?

What is more important than staying safe?

Who looks out for you at work and who do you look after?

When was the last time you stepped up to deal with a safety concern?

How do we develop foresight rather than relying on hindsight?

How often do you assume that because you work in a safe company that you will stay safe?

When could a good safety culture fail?

What is your safety communication like? How effective is it?

How do you best achieve continuous improvement in Health and Safety?

How could you improve your health and safety at home?

Why is honesty so important to health and safety at work?

What are you going to do from now on to stay safe and look after others?

Facts About Ken's Accident

In November 1990 Ken was working at a Coca Cola Schweppes factory in Sidcup. He was an acting Team Leader on a line handling returnable bottles at the time of the accident. When changing product from one drink to another the lines have to be cleaned and sterilised. A CIP (Clean In Place) clean was the process used to keep the drink production system clean.

The normal chemical they used was a proprietary cleaner called "Solchlor" a mixture of Caustic Soda and Sodium Hypochlorite (bleach). They had decided to stop using this pre-mix and mix their own due to logistical issues. As the mixing machine was broken the process was carried out in open containers.

On the day of Ken's accident he was asked at the end of his shift to carry out the CIP clean. He had never done this before but was prepared to help his boss and make sure the day shift didn't have to do it.

He carried out the task with the aid of an experienced guy who refused to do the process as he wanted to go home. There were goggles but these were not very clean and Ken was under pressure to get on with it. When the two chemicals were mixed together there was an instantaneous violent reaction that flew into Ken's face which was just 18 inches away from the explosion. The reaction was so extreme it hit the factory roof.

His life was saved by his colleagues who manhandled him into a nearby emergency shower and held him in while he struggled to get out. The last person Ken would ever see was his friend and manager Grahame Norris.

Ken was severely burned and eventually it was confirmed that he had lost his sight (his eyes had to be removed), his sense of smell and sense of taste (apart from the occasional really strong curry).

He had just got engaged to Sue and offered her the chance to leave rather than be stuck with him. Thankfully she decided to stay.

Many of his colleagues were severely traumatised by what they had witnessed at their shift changeover time and needed counselling. Lee Birks (Ken's closest friend) blamed himself for not stopping Ken carrying out the procedure he knew little or nothing about. Although he saved Ken's life by holding him in the shower he never truly came to terms with letting his friend down.

The subsequent investigation revealed that there had been at least two previous near misses that were not investigated properly and merely put down to operator clumsiness. A memo suggesting that the CIP process be changed for safety reasons was still sitting on the relevant manager's desk waiting for action when Ken's accident occurred.

The chemical reaction was found to be down to stabilisers in the two chemicals that acted as catalysts in the resulting exothermic reaction. The company was fined under COSHH regulations. The accident cost the company £2.6 million.

They changed their systems and procedures and introduced their Zero Accident Behaviours (ZAB) programme using Ken and consultant Martin Woodall to change the way they thought about and acted upon safety. One site dramatically reduced their injury rates and had such a motivated workforce that they increased productivity by 15% while working safer than ever before. The company went from a "Chase the case" culture to a safe behaviours culture.

During the ZAB training John Carey an engineer at the plant revealed that the emergency shower that saved Ken's life had been broken a few days earlier by a Lift truck. It only worked because John came in on his day off to fix it. World class safety excellence amidst an absolutely devastating event.

Ken now tours the world talking to be people about safety and recently received the O.B.E for his efforts.

Personal Facts About Ken

Born 1950 at Dudley Road Hospital in Birmingham.

While growing up often saw Ozzy Osbourne roaming around.

Married to Sue.

Ken has three boys and one daughter.

Supports Aston Villa.

Appeared on Channel 4's Moment Of Crisis with his son.

Has appeared on NBC in the US.

Has appeared on BBC radio and ABC radio in Australia.

Put his hand on Lily Savage's knee on the Big Breakfast mistaking him/her for Gaby Roslin.

He only recently discovered that Lily Savage is a drag artist.

Used to be a lecturer in an Art college.

Has met the Queen, Prince Phillip and Prince Andrew.

Loves UB40, Dire Straits, the Eagles and Classical Music.

Since his accident he has:

(These demonstrate how Ken lives his life to the full rather than remaining an accident victim)

Ridden a Harley Davison.

Been freefall parachuting.

Driven a racing car on a track at 95 mph.

Taught himself to play the guitar.

Abseiled three times.

Lectured in Europe, Asia, North America and Australasia.

Was key note speaker at the IOSH conference in Manchester.

Presented to 1420 people in a single training session in Ireland.

Flew a plane around the British Isles to raise funds for the RNIB.

Landed on Blackpool beach in a helicopter.

In one year alone made 112 flights, 19 overseas trips and 285 presentations to stop others being hurt.

Useful Quotes

"Damage your goggles not your eyes. It's simple innit?"
– Aaron Smith 14 years old (following a presentation by Ken)

"I want people to benefit from my hindsight and develop the vision and foresight to take care of themselves" - Ken Woodward.

"Hindsight is always twenty twenty vision" - Billy Wilder.

"Early and provident fear is the mother of safety" – Edmund Burke.

"The saddest thing in the world is someone who has sight but no vision" - Helen Keller.

"There is hope in the future but power in the present" – John Maxwell.

"Honesty is not the best policy – merely the safest" – Anon.

"Honesty is the soul of business" - Anon.

"The single biggest problem with communication is the illusion that it has taken place"
– George Bernard Shaw.

"Your future depends on many things but mainly yourself" – Frank Tyger.

"Accidents hurt safety doesn't" – Anon.

"Precaution is better than cure" – Edward Coke.

"Better a thousand times careful than once dead" – Proverb.

"I lost my eyesight for a few pence worth of coloured water" – Ken Woodward.

Exercises

All For One

Ask the group to make a commitment to each other (not the company/organisation but those who work together in it) to adopt an all for one attitude.

This could include individual targets to improve or a sign (placed in a prominent location) making a group statement to look out for one another and signed by everyone making that commitment.

What Do Your Senses Mean to You?

Ken lost three senses: Sight, Smell and Taste.

Ask the group to consider what they like to see, smell and taste.

Perhaps you could list their responses but try and steer towards powerful emotional senses like their children.

Once you have a suitable list then ask the group to imagine life without these.

Ask them how far they would be prepared to go to protect these?

Hindsight or Foresight

Many organisations rely solely on the hindsight of previous experiences for how they consider safety.

Ask the group to consider how your organisation and the individuals within it could change that and benefit from a sense of foresight to recognise the warning signs before an accident happens?

Would Your Loved Ones Sign This?

Pass out a copy of handout 1 to each trainee.

Ask them to read and then discuss how they have a duty to those who care for them to stay safe and healthy.

What Makes A Great Safety Culture?

Using the safety culture slides from the PowerPoint presentation discuss with the group what type of safety culture your organisation has.

Is it a dependent, independent or interdependent one?

Whatever you decide as a group, come up with a plan of action for making your culture even stronger.



Ken's World

While working on this film we spoke to RNIB experts about how they train blind people to feel safe again. They told us that they often blindfold sighted people to give them the idea of just how scary it is not being able to see.

Use a blindfold on a number of the group and (watching them very carefully) lead them to a point in the room and then ask them to make their way back to their desk. The RNIB trainers said that most people visibly shrink making themselves smaller to avoid bumping in to anything.

Similarly much of our sense of taste comes from our ability to smell.

A clever experiment is to chop up some onion and apple.

Holding someone's nose should stop them from being able to distinguish between the two.

Both these experiments are a way to show just what an accident can do to the way we all experience life.

Legal, Economic and Moral

Ask the group to consider the legal, economic and moral implications of Ken's accident. Divide the training group and ask them to imagine the worst accident that could happen in your workplace and what the legal, economic and moral implications would be? How will you make sure this never happens?



Handout

Handout 1:

I the undersigned agree to let _____ do the following:

- Take their chances with any short cuts required to get them home five minutes early.
- Disregard normal procedures because their way is better.
- Take for granted that each day at work is the same as the last with no new hazards to look out for.

In the event of a serious accident I agree to:

- Cope with their pain and sadness from hospital treatments.
- Give up my normal life to provide 24 hour home care.
- Stay with my loved one even though they are not the person I knew before the accident.

Signed: _____