



298th Meeting of the IOSH Thames Valley
Branch held on 17th February 2020 at the
University of Reading

Members present: David Armstrong, Paul Beaumont, Jane Brown, Vince Butler, Colin Clark, Tony Connell, Charlie Cribbes, M Cummins, Graham Dandridge, Howard De Silva, Sue Everall, James Ford, Joe Fullbrook, Laura Graure, Chris Greenaway, Jill Griffiths, David Heath, Grahame Jamieson, Bridget Leathley, Richard Mumford, Andrew Panting, Tyrone Partridge, Mark Polley, Jim Prowse, Paula Shaw, David Slade, Nevil Steadman, Chris Stops, Jen Toner, Steve Turner, Marion Virgo, Alan Vowler, Chris Williamson Tom Wilson.

Apologies: Nick Bathurst, Zuzanna LaLanne, Steve Pulling

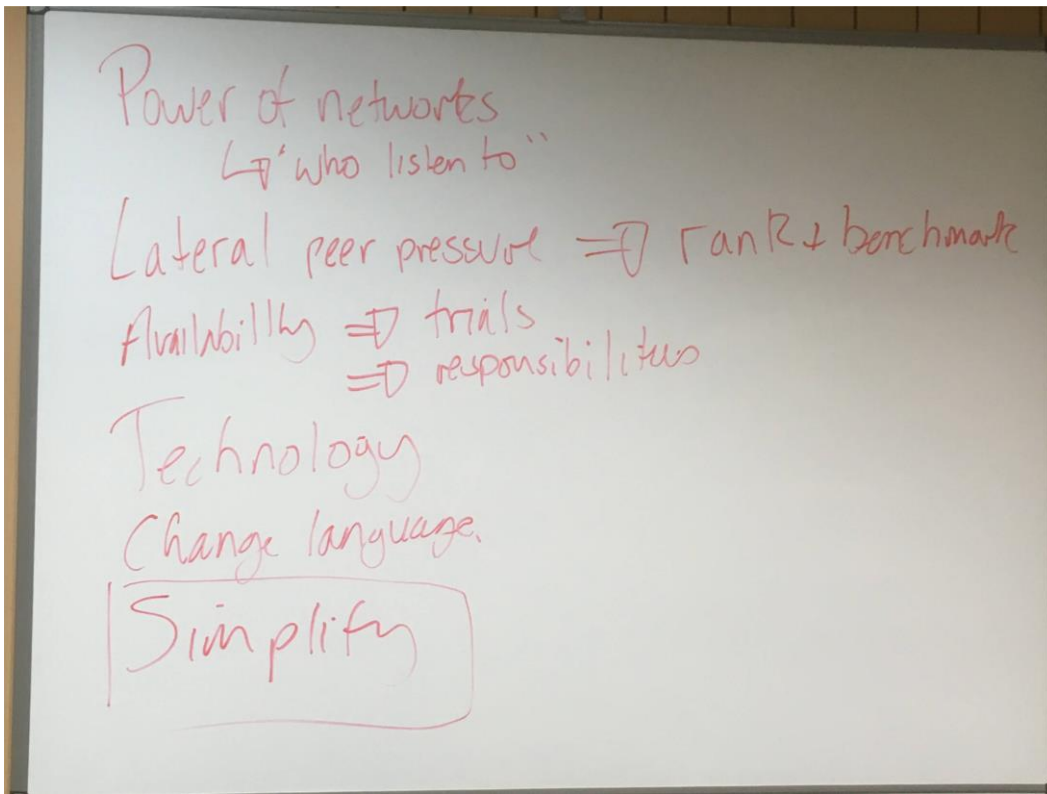
Visitors: Derek Page, Ian Waddell

Forthcoming meetings: 2.00pm 11th March at the Cedars Conference Centre, University of Reading RG6 6AX
Topic: Accident Investigation
Speaker: Jess James of RBFRS

Reply to: David Heath, Branch Secretary
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Topic for the evening: Behavioural Economics Part 2 : Jo Greenfield

The feedback slides are below



Behavioural Economics

PART II

BUSINESS BENEFITS:
(Attractive)

Understand objectives and limitations

Knowledge + Training
 Hampton

Retention of staff ^{cost}
Reduced Admin cost ROI
Time saved - improved morale
Money on resources
Differentiate market place - winning wars
Protect + enhance reputation - maintaining customers
Ahead of competitors - Kudos for boss
or client

Business continuity

Social - "normalise" - your competitor is doing this

Easy - Provide business case - simple

other influencers

plan how implement - how overcome problems
employees + staff, reps
Time manager, colleagues
HR, legal, insurance, finance
professional bodies

Timely - choose your time

advantage, ahead of the curve

events dear boy

Gloves → (choice of skin issues)

hand management → → hand factor

Gloves → kept hands warm
↳ timely

vision glasses → "wrap around"

Hats + scarves → "Silent",
→ "quiet"

Lone working app device

E auto logo on default
↳ all times

A all members of family
↳ what's in it for them

S success stories positive
↳ "like" people.

T timely comms

"Risk assessment" → sign on