



Rise Up, Risk & Safety: It's essential!

Some still treat risk and safety data as “nice-to-have.”

So please—tell that to the person being asked to slash budgets, eliminate training, delay AI tools, or ignore critical learnings.

Tell that to the risk professional who's trying to understand what threats matter, what safeguards are failing, what equipment is bypassed, and what decisions will protect people—not just processes.

This is not optional. This is **critical knowledge infrastructure**—for every site, every lone worker, every auditor, every planner, every leader responsible for risk and safety.

So, to the executives, accountants, and **the traditional (old guard) “we’ve always done this way” mindsets**—please, tell every safety leader exactly what *matters*.

Think about the consequences:

- A worker not coming home at night.
- A lone worker unaware they've entered a high-risk situation.
- A budget cut that silences the only tool with visibility into what's going wrong.

The old ways are fading, turning to dust. The seasoned professionals are retiring. What remains are the **data**, the **learnings**, and a new generation of leaders—**you**—tasked with protecting what matters most.

Be the One

- Be the one who **shares the learnings**.
 - Be the one who **uses data** to prevent what others only investigate.
 - Be the one who turns insights into action—**before the headlines**.
 - Be the one who **keeps** your **site**, your **people**, your **future** safe.
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Who Benefits When You Rise Up?

Who	Why It Matters
Lone Workers	Visibility into real risk—not just policy.
Turnaround Planners	Learn from past mistakes to avoid repeat failures.
Site Managers	Know where safeguards are working—or failing.
Executives & CEOs	Make confident investment decisions using real-time, visualized data.
Auditors & Inspectors	Identify patterns and gaps across sites and systems.
Risk & Safety Leaders	Lead with 30+ years of intelligence backing every decision.
New Professionals	Accelerate learning with real data from real incidents across industries.

These roles each deserve to understand fully, the full picture. Why leave Risk & Safety insights unused?

This is about choosing to lead with the knowledge we've spent decades gathering—refusing to let it sit in spreadsheets, on dusty shelves and forgotten directories.

Rise up. Use the data. Lead the way.

We know where the learnings are. They live in platforms like Risk Alive. They're buried in PHAs, HAZOPs, and audits—waiting to be seen.

Can you see risk clearly—or not? Can the next generation recognize these learnings—or miss them entirely?

If visibility into risk is expensive, what's the cost of blindness?

P.S.

I believe in this so strongly, I wrote a book about it: *The Soul of Risk*
<https://www.amazon.ca/Soul-Risk-Transform-Modern-Day-Superhero/dp/1736537377> *A guide for the modern-day risk leader ready to transform safety from a checkbox into a calling.*

No judgment, just truth for those ready to lead!