





Let's Talk About Tractors **Doing something new to** change the way we talk about safe and effective operations in aviation



It started in the 1840s with a steel plough

John Deere's 1842 steel plough revolutionised American farming and greatly aided migration into the Great Plains of America.







"A Journal for the American Farmer." The goal of the magazine is to tell stories that people enjoy reading and provide them with knowledge that they can apply in their farming operations.

1895 - The Furrow

It's All About the Conversation

The Furrow helped to normalise conversations about operating complex machinary in a safe and effective way. Can we say the same about aviation?



The life of an average safety manager

4101 PAGES



Harry Potter



The life of an average safety manager

5589 PAGES



Harry Potter

Tolkein, Hobbit, LoTR



The life of an average safety manager

6387 PAGES



Harry Potter

Tolkein, Hobbit, LoTR Chronicles of Narnia



The life of an average safety manager

11619 PAGES



Harry Potter

Tolkein, Hobbit, LoTR Chronicles of Narnia



Game of Thrones

The life of an average safety manager

12774 PAGES



Harry Potter

Tolkein, Hobbit, LoTR Chronicles of Narnia



Game of Thrones

The Hunger Games

WHAT ABOUT AVIATION? 12774 PAGES 26 BOOKS



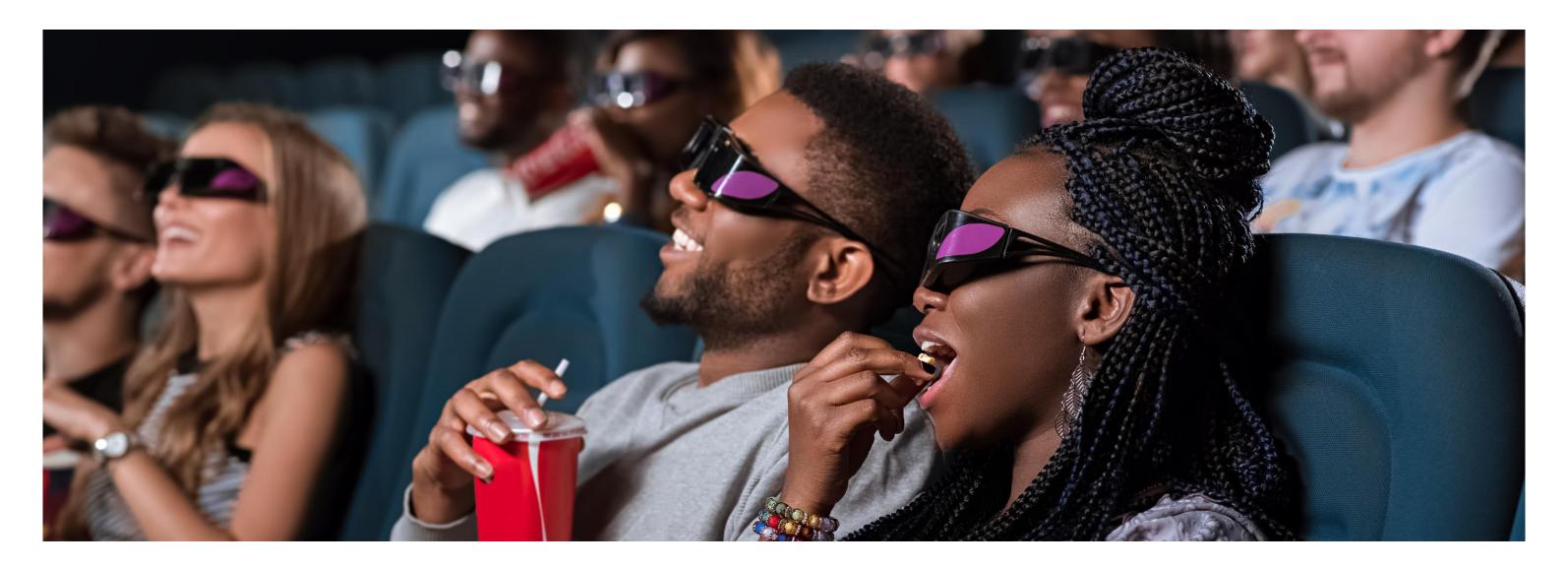
Harry Potter

Tolkein, Hobbit, LoTR Chronicles of Narnia

Game of Thrones

The Hunger Games

We Can Always Watch the Films 7,643 MINS - 5.3 DAYS 20 FILMS - 8 SERIES



The Challenge of Complexity in Aviation



It's all about the Conversation

Regulators

Organisations and their Leaders









Safety Teams and Support Staff

As Teams and as Individuals









together 4safety of a new approach to collaboration

"To provide useful information that engages people in positive conversations about safety so that the aviation community can comply with the necessary rules and pro-actively manage their risks to ensure safe and effective operations".

Collaborative

• We collaborate to understand the challenges industry are facing and work hard to help develop practical solutions.

Plain Speaking

• We use plain, simple language that seeks to provide the clarity people need to easily understand often complex information without talking down to them.

Engaging

industry needs.

Support to RRLD implementation is part

Useful and Supportive

• We collaborate to understand the challenges industry are facing and work hard to help develop practical solutions.

• We start positive conversations about safety that gets people thinking and provide the tools and information

What Can You Do?

- Use the material and give us feedback
- The material was designed together with NAAs, EBAA and industry experts to help support your implementation of the new rule, let us know your feedback.
- **Engage in positive safety conversations**
- Talk in your organisations, talk in your teams and even talk to yourself.

Look after yourself and others - Effective human performance relies on us thinking about our own Wellbeing and that of others that we work and interact with.

Engage with us through the Air Ops Community, Conversation Aviation LinkedIn Group etc









