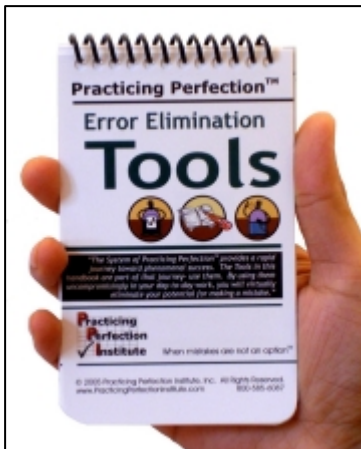


## POWER in the Palm of Your Hand!

**"I've never seen anything as powerful as these tools for stopping human error before it happens!"**



### **Performance Improved by 1,050% !**

Over the past ten years, the commercial nuclear power industry in the United States has been phenomenally successful at reducing human error.

As explained by Tim Autrey, Director of the Practicing Perfection Institute, "In US commercial nuclear power facilities, capacity factor, that is, the actual amount of electricity produced (as compared to maximum production capability) has risen 22.6%. During this same period, the industrial accident rate (people getting hurt on the job) decreased by 229%. Likewise, the annual industry significant event average dropped from 0.21 to 0.02. When you do the math, you see that this

is a 1,050% improvement in performance."

During this same period, many industries have struggled to make any progress at all.

### **How has the nuclear industry achieved such success?**

"Through necessity," replies Autrey. "The commercial nuclear industry in the United States is the most highly regulated industry in the world. Government scrutiny, public scrutiny, and self-regulated scrutiny (through such organizations as the Institute of Nuclear Power Operations (INPO)) have literally forced the industry to extreme measures to improve performance. Consequently, the industry has invested hundreds of millions of dollars during this period to improve performance. The great news is- it has worked."

Out of these efforts, primary error reduction tools rose to the surface that proved to be instrumental in stopping human error. While working within the commercial nuclear industry, Tim Autrey fashioned each of these tools into a simple "Why-When-How" format to make them very handy to refer to on the job. He then arranged them within easy-to-use, convenient-to-access Human Performance Tools Handbooks.

**Versions of these handbooks are now being used to prevent human error at nuclear plants around the world.**

---

### How effective are these tools?

"I've never seen anything as powerful as these tools for stopping human error before it happens!" states Tim Autrey. "I would go so far as to say that anyone using these tools uncompromisingly while doing their work will virtually eliminate their potential for making a mistake."

"The great thing about these tools from a performance improvement perspective," continues Tim Autrey, "is that once workers get a feel for how simple and effective they are, you can't get them to not use them! Remember- nobody wants to make a mistake. Workers see the use of these tools as an insurance policy against human error."

### These same tools are now available to YOU!

**The Practicing Perfection Institute is now making the Error Elimination Tools Handbooks available to you.** It's a great way to leverage the investment and experience of the commercial nuclear power industry into your own organization (and to do so quickly).

- The tools apply to any industry...any type of job
- Every member of the organization should have their own personal copy
- The handbooks themselves are sized to fit into a shirt or pants pocket, are printed on unrippable paper, and have shown (through extensive scientific testing) that they will withstand the washing machine!
- An extensive Error Elimination Tools User Guide is available that provides deeper underlying insights about each of the tools, as well as suggestions for trainers, supervisors and managers on how to effectively promote their use
- Audio and PowerPoint presentations are available to help you quickly and effectively integrate use of the tools into your culture
- Substantial discounts are available for quantity orders