RISK MANAGEMENT
LESSONS FROM BAJA ROAD SIGNS

Eric Boggs
Signs can help us see
OBEDEZCA LAS SEÑALES
NO MALTRATE
LAS SEÑALES
Translation: Obey/ Don’t Mistreat/
Respect the signs
Interpretation:
What signs do we use as educators that have become our risk management symbols?
Interpretation: Do our participants make the same meaning we do from these symbols?
“Symbols—such as signs, —help people understand the world. Symbols provide clues to understanding experiences. They convey recognizable meanings that are shared by societies.”

— George Lakoff, Metaphors We Live By
“All teaching is teaching of either things or signs, but things are learnt through signs”

— Saint Augustine
Metaphors as pedagogy
“Human thought processes are largely metaphorical.”

— George Lakoff, Metaphors We Live By
CURVA PELIGROSA
A 500 m
Symbol: Social Proof Bias
"New metaphors are capable of creating new understandings and, therefore, new realities.... in the case of poetic metaphor, language is the medium through which new conceptual metaphors are created."

— George Lakoff, Metaphors We Live By
MAS VALE TARDE
QUE NUNCA
Translation: “Better late than never”
Symbol: Subjective Hazards

Schedule Pressure
Objective or environmental factors

Incident

Subjective or human factors
Translation: Cow

Interpretation: Past is a poor predictor of the future
Symbol: Familiarity Bias
“A reliable way to make people believe in falsehoods is frequent repetition, because familiarity is not easily distinguished from truth.”

— Daniel Kahneman

Thinking, Fast and Slow
Tool: Likelihood vs. Consequences
ZONA DE TOPES
A 500 m
Translation: Speed Bump

Interpretation: Obstacles are learning moments
“The impediment to action advances action. What stands in the way becomes the way.”

-Marcus Aurelius
DISMINUYA SU VELOCIDAD
Translation: “Diminish your velocity”
Symbol: “Move slow to move fast”

Slowing down = Biases go down
Judges // Police Officers
CON ALTA VELOCIDAD AUMENTA SU INSEGURIDAD
Tool:
Develop neutralizing routines for managing your “decision state”

Identify: Vulnerable Decision Points
“Develop simple decision rules for tasks that must be done under time pressure or with little information”
NO TIRE BASURA
CONSERVE LIMPIA LA CARRETERA
Translation: “Don’t throw garbage”
Symbol: Subjective Hazards
Communication and Feedback
“Low levels of psychological safety can create a culture of silence. They can also create a Cassandra culture – an environment in which speaking up is belittled and warnings go unheeded.”

— Amy C Edmondson, The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth
“If we want people to fully show up, to bring their whole selves including their unarmored, whole hearts—so that we can innovate, solve problems, and serve people—we have to be vigilant about creating a culture in which people feel safe, seen, heard, and respected.”

-Brené Brown,
Dare to Lead: Brave Work. Tough Conversations. Whole Hearts.
What tools do you use to promote communication?
QUE HACER CUAN
EN TÉRMINOS GENERALES AL OC
MANTENER LA CALMA PARA PENSAR MEJOR
“Maintain the calm in order to think better”
Symbol: Spread Calm
What tools do you use to train for calm?
Ver bien para
Servir y Producir Mejor
Translation: “See well to serve & produce better”
Symbol:
We with see our eyes, but also with our brain.
“It’s for survival. You need to be prepared for novel experiences because often they signal danger. If you live in a jungle full of fragrant flowers, you have to stop being so overwhelmed by the lovely smell because otherwise you couldn’t smell a predator. That’s why your brain is considered a discounting mechanism.”

— Maria Semple, Where'd You Go, Bernadette
“We spend most of our day perceiving taking in far more information than we can reasonably process without some shortcuts. For the majority of what we see, it’s ok to just see, to take things at their face value. But take time to learn how to see some of what you experience. You’ll be able to make better decisions, share deeper insights, and overall, enrich your understanding of the world around you”
What tools do you use to learn to see?
Ask stupid Questions
Seek Multiple Explanations
Challenge Assumptions
Translation: (not found)
“Sometimes what you don’t do is just as important as what you do.”

— Greg McKeown,

Essentialism: The Disciplined Pursuit of Less
What are your symbols?