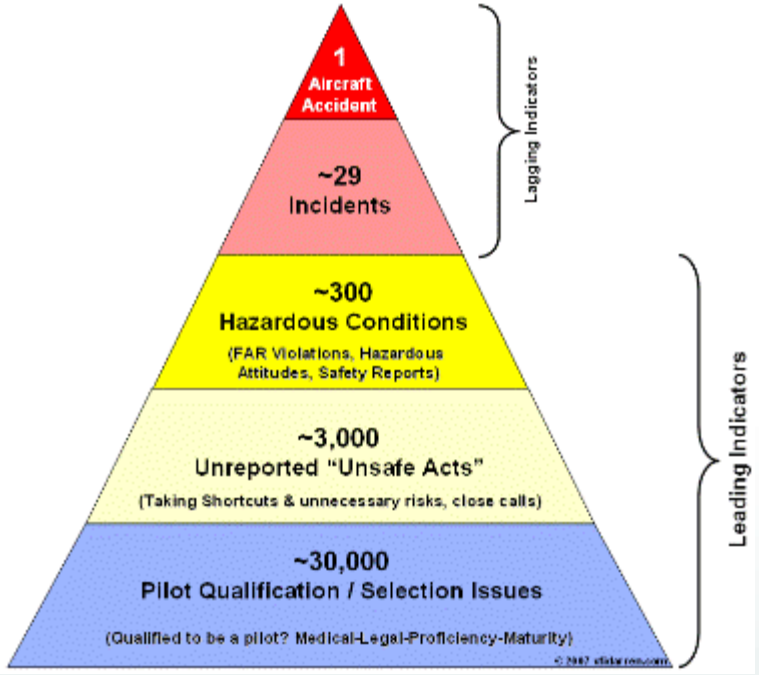
A Contrarian View of CRM

- CRM – A progress report.
- Back to basics
- Where next?

Cntrrn Vw f CRM, Bro

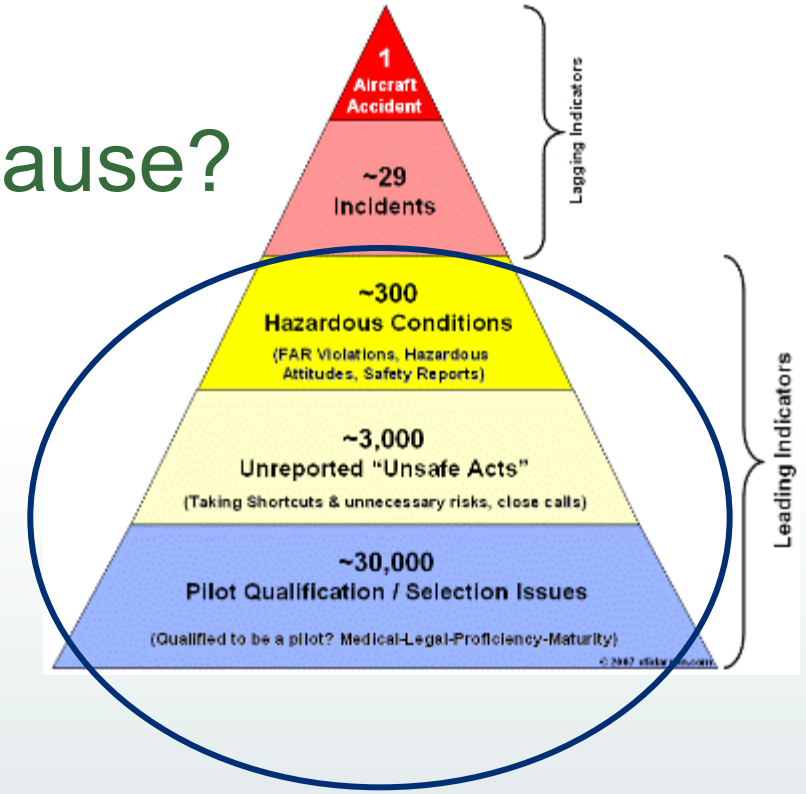
- CRM – prgrss rprt.
- Bck t'bscs
- Whr nxt?

A Progress Report



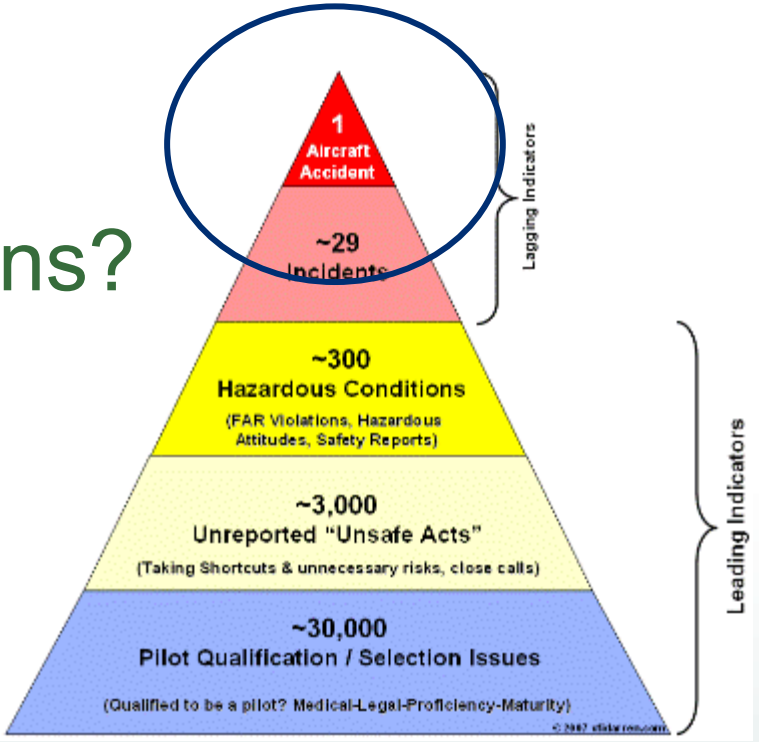
A Progress Report

Common Cause?



A Progress Report

Unique Combinations?



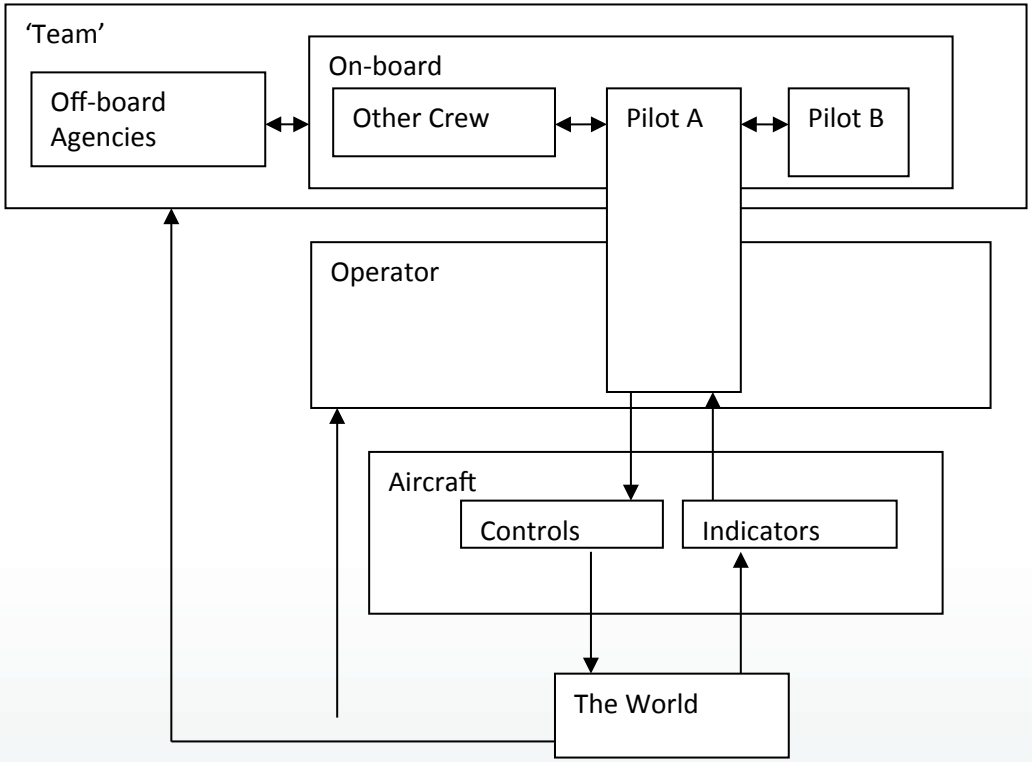
Any Other Castles Built on Sand?

- Situational Awareness
- Authority Gradient
- ‘Sharing the mental model’
- Error
- Threat and Error Management

Back to Basics

- Coherent model of performance
- The model drives training design
- SMS is a source of training evaluation

A Coherent Model of Performance

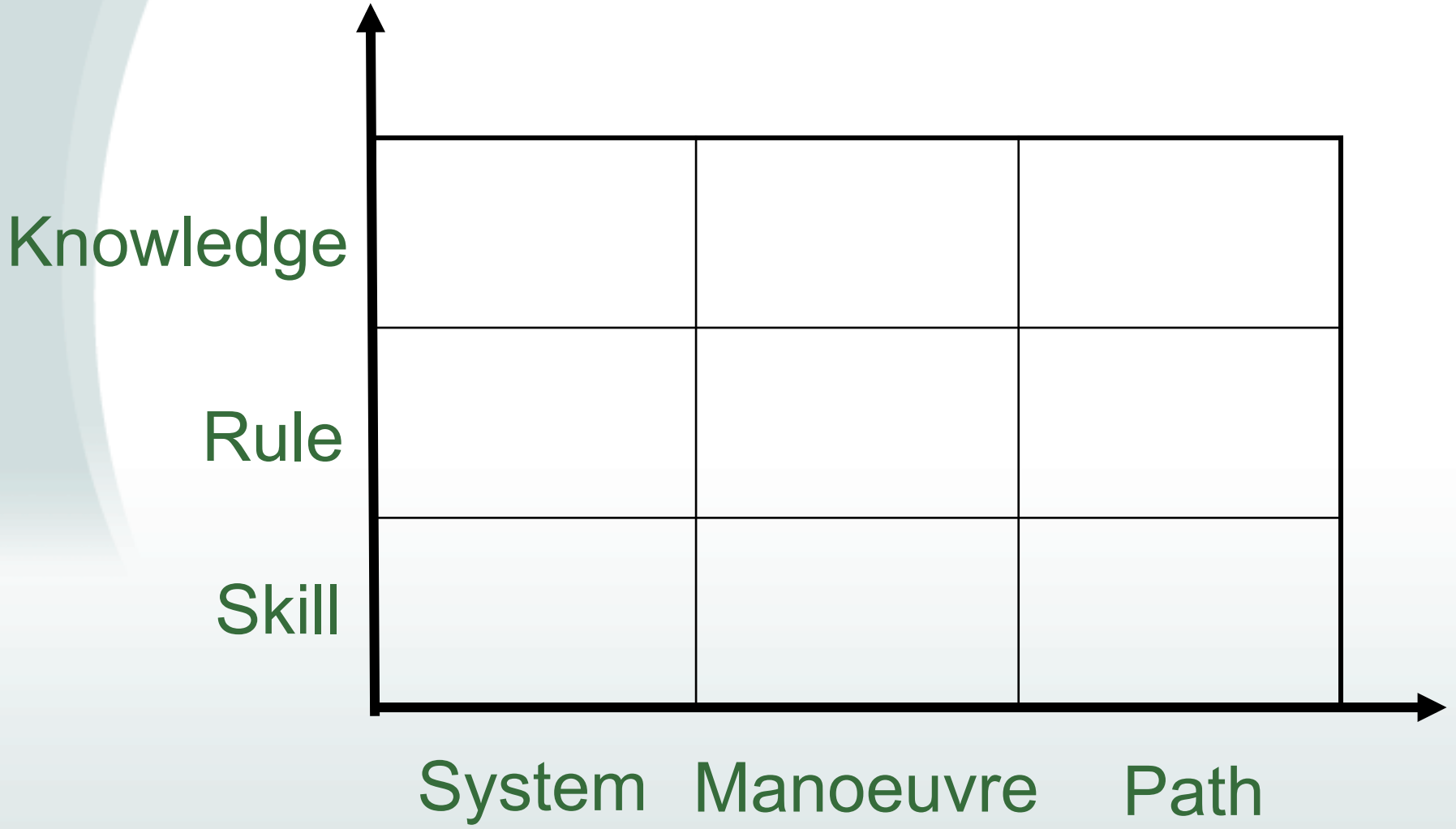


Rasmussen and Svedlung, Leveson et al

Back to Basics

- Coherent model of performance
- The model drives training design

Control of Action



French-St George, TSB Canada

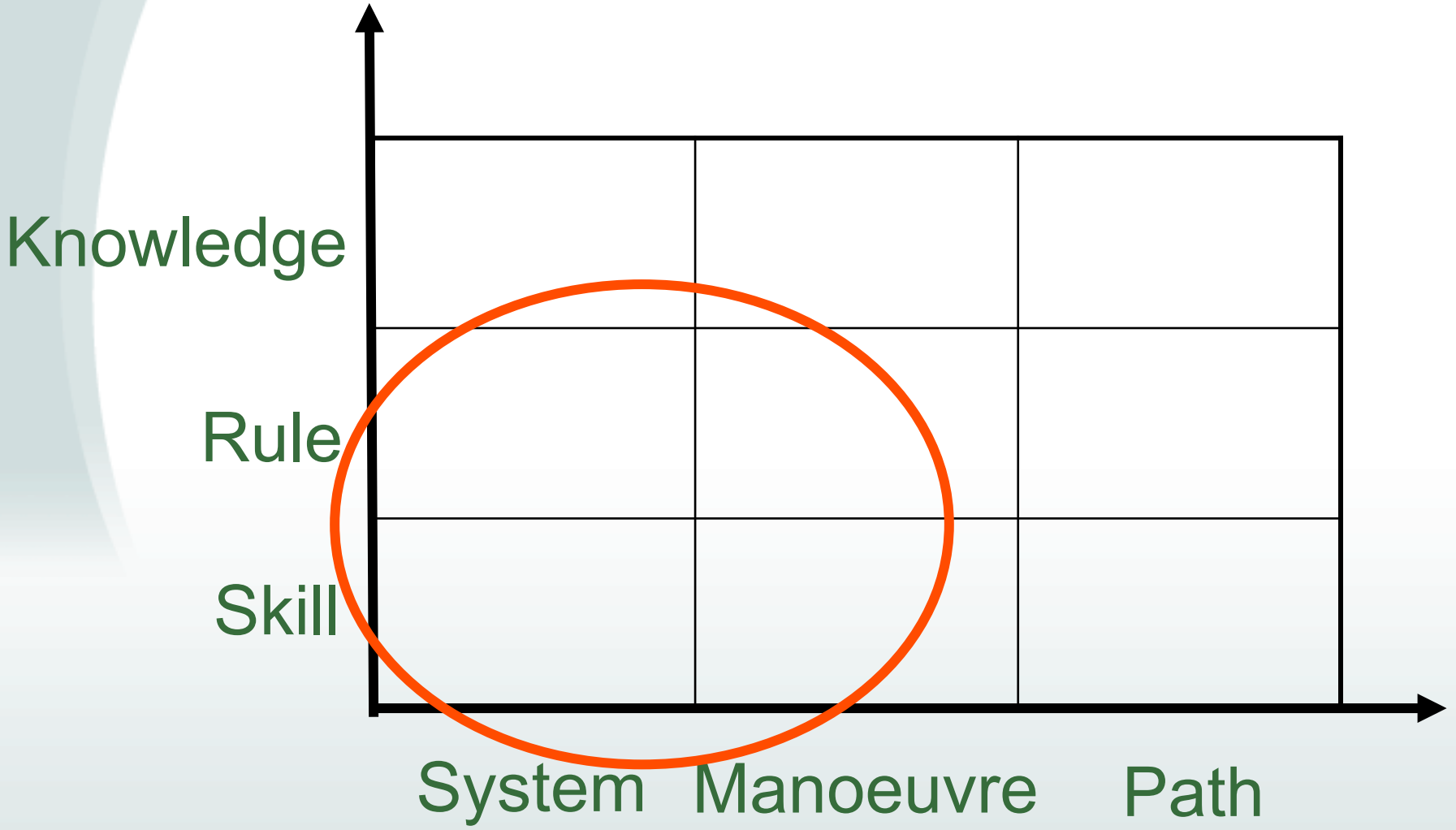
- Domain 1 - The Task
- Domain 2 - Operational Condition
- Domain 3 - Greater Context

French-St George, TSB Canada

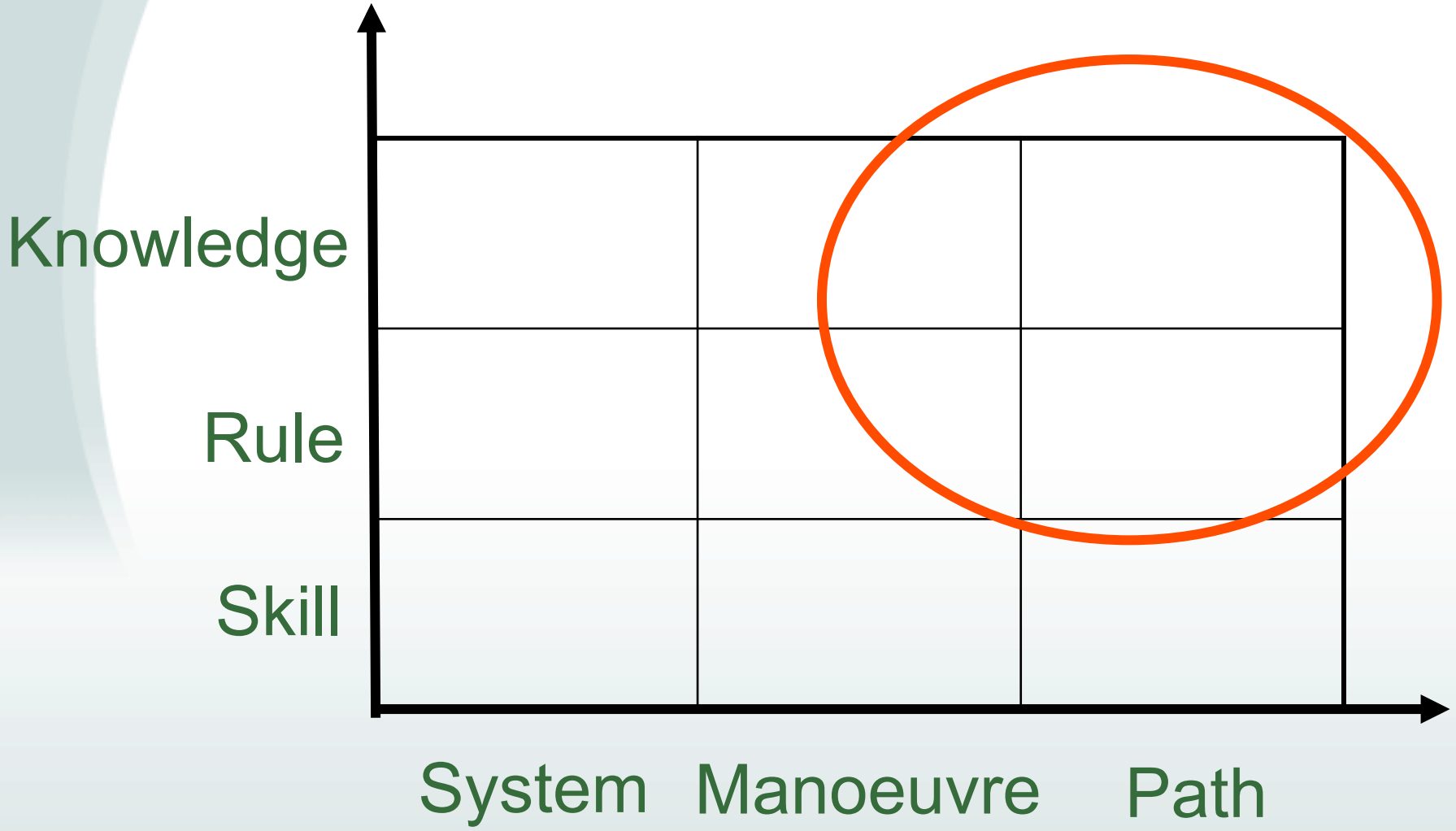
- Domain 1 - The Task
- Domain 2 - Operational Condition
- Domain 3 - Greater Context

- Domain 3 recall significantly longer than for Domain 1

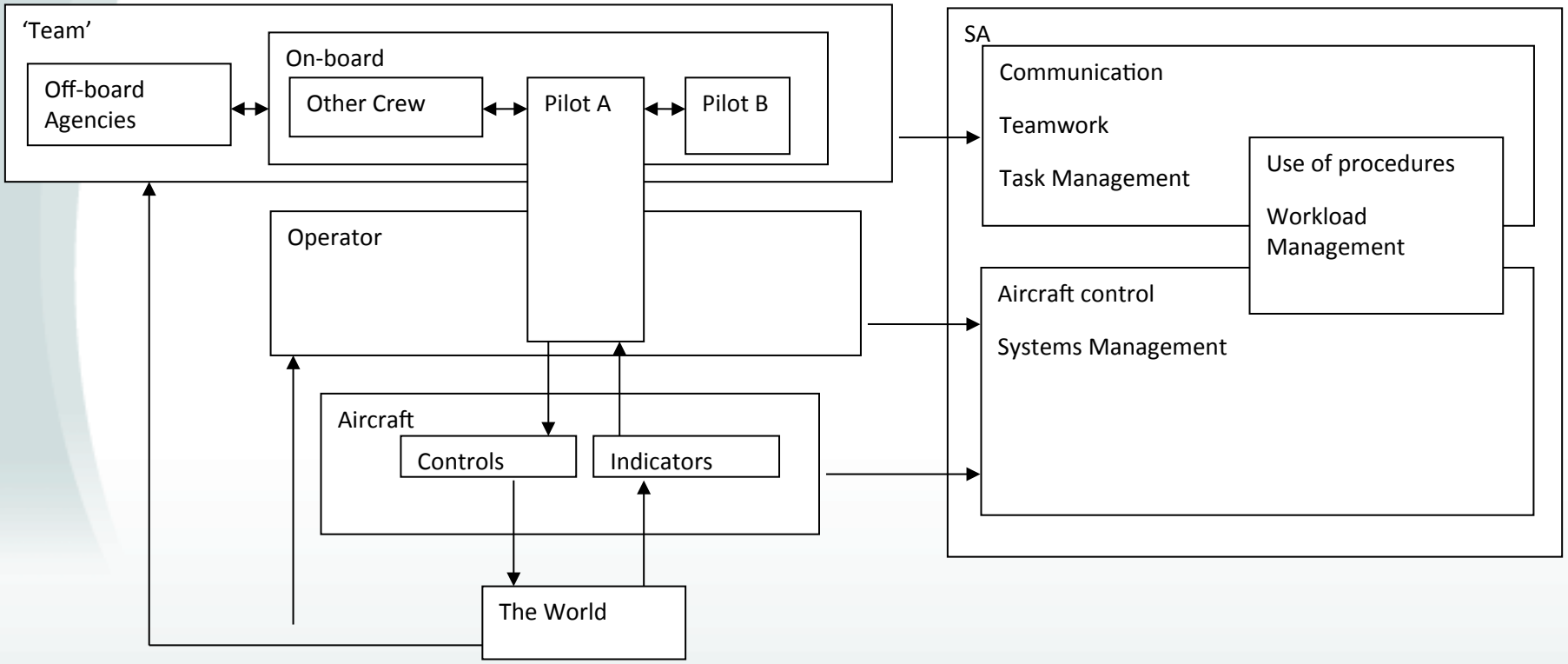
Control of Action



Control of Action



A Coherent Model of Performance



Back to Basics

- Coherent model of performance
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- SMS is a source of training evaluation

Where Next?

- Ban clichés!
- Develop a smarter model
- Make ‘expertise’ the goal of training
- Develop better measures of output

Thank You

A Cautionary Tale

A Cautionary Tale

www.kingussie.co.uk/Shops/George-Gow-Butchers-Ltd.