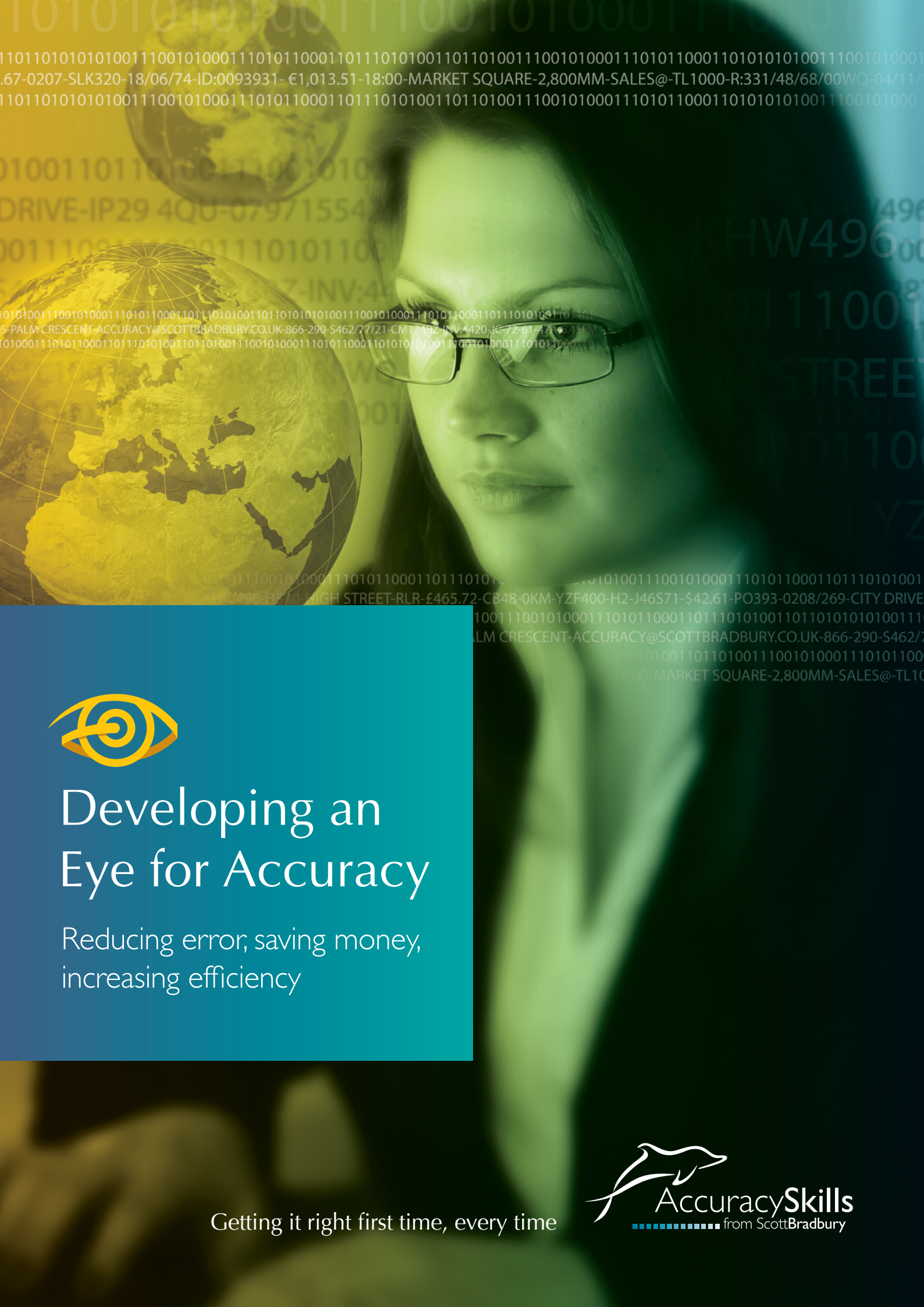


Developing an Eye for Accuracy

Reducing error, saving money, increasing efficiency

Getting it right first time, every time

AccuracySkills from ScottBradbury

Developing an Eye for Accuracy

Developing an Eye for Accuracy enables your people to read, check and transfer information accurately and quickly. Performance improvements are sustained back in the workplace through a series of post-training assessments and resources, which enable you to build an internal accuracy culture. Measurable results provide a clear return on investment.

We currently offer the following programmes:

Core Programme

Developing an Eye for Accuracy

This is the core training programme for developing data accuracy skills. It is delivered over two half day sessions and takes a total of seven hours

For team leaders

Coaching for Accuracy

This one day workshop is for team leaders and managers who want to reinforce the accuracy messages back in the workplace with their own teams

Internal roll-out

Train-the-Trainer

This three day programme enables up to four of your trainers to become accredited to deliver *Developing an Eye for Accuracy* in-house

Course overviews and videos available online:
www.accuracyprogramme.co.uk

Delegates attending the *Coaching for Accuracy* or the *Train-the-Trainer* programmes must first of all attend the core *Developing an Eye for Accuracy* training course.

Make no mistake: it pays to train your people to read, check and transfer information accurately.

Mistakes are natural but not inevitable

Your people make mistakes no matter how senior, how experienced or conscientious they are. This is because they are human beings. Clerical errors occur because of the way our eyes and brain interpret information. Mistakes are natural but they needn't be inevitable. We teach people accuracy skills.

Measurable results

Our unique programme delivers measurable results with a clear payback.

We show you why mistakes occur and how to implement proven accuracy techniques which reduce errors by 50-60% and increase processing speed by 3-7%.

What is clerical error costing your organisation?

This brochure provides you with tools to help you research the cost of clerical error in your organisation and gives you some insights into *'Developing an Eye for Accuracy'*.

Tel: 01638 723590

Think you don't make mistakes? Take this short test!

Our research shows that around 3% of all data transactions contain an error. That equates to around 20% of your salary bill in wasted time and lost productivity alone – before you even consider the damaging consequences of the errors themselves.

Do our Quick Accuracy Test now. Compare the two columns of data – are they the same or different? Tick the 'S' box if they are the same or the 'D' box if they are different.

Time yourself!
You have 60 seconds.

144.96	S	D	144.96
35.88	S	D	35.89
29 Devonshire Place	S	D	29 Devonshire Place
1131R4000	S	D	113R4000
71H17F699	S	D	71H71F699
catherine@scottbradbury.co.uk	S	D	catherine@scottbradbury.co.uk
01638 723590	S	D	01683 723590
5,099,202	S	D	5,099,200
Oxford OX10 3BB	S	D	Oxford OX10 3BB
266 Blenheim Park	S	D	226 Blenheim Park
Philip Glassborough	S	D	Phillip Glassborough
MO7105-642	S	D	MO7105-642

Did you find all seven differences?
For the answer key please email accuracy@scottbradbury.co.uk

Subscribe to our series of seasonally-themed accuracy tests

This is a fun way to put your people's accuracy skills to the test. Just one mistake is a 4% error rate – that's above the national average and means mistakes are likely to be costing your organisation a fortune!

To subscribe, free of charge, to our seasonal accuracy tests please email accuracy@scottbradbury.co.uk

Why do we make mistakes?

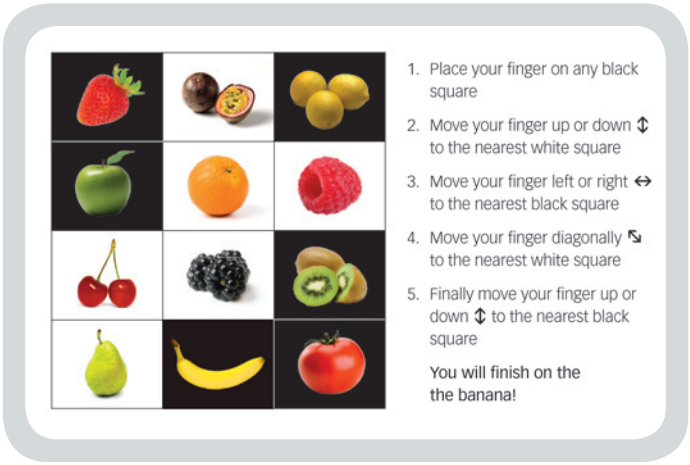
We use our reading skills to see the overall shapes of words and numbers instead of using accuracy skills to perceive individual digits or letters.

Our brain interprets the information it receives and 'makes sense out of nonsense'. So for example, you can raed tihs auccrately even tuough most of the wrods are not speelld coerrrctly.

Our brain makes assumptions about what our eyes are seeing and overrules the messages from our optic nerve.

Try our fruit card game

Read the instructions out loud whilst you do the game.



Did you spot the error?

Read the very last line again.

Did you read 'You will finish on the banana!'?

Or 'You will finish on **the the** banana!'?

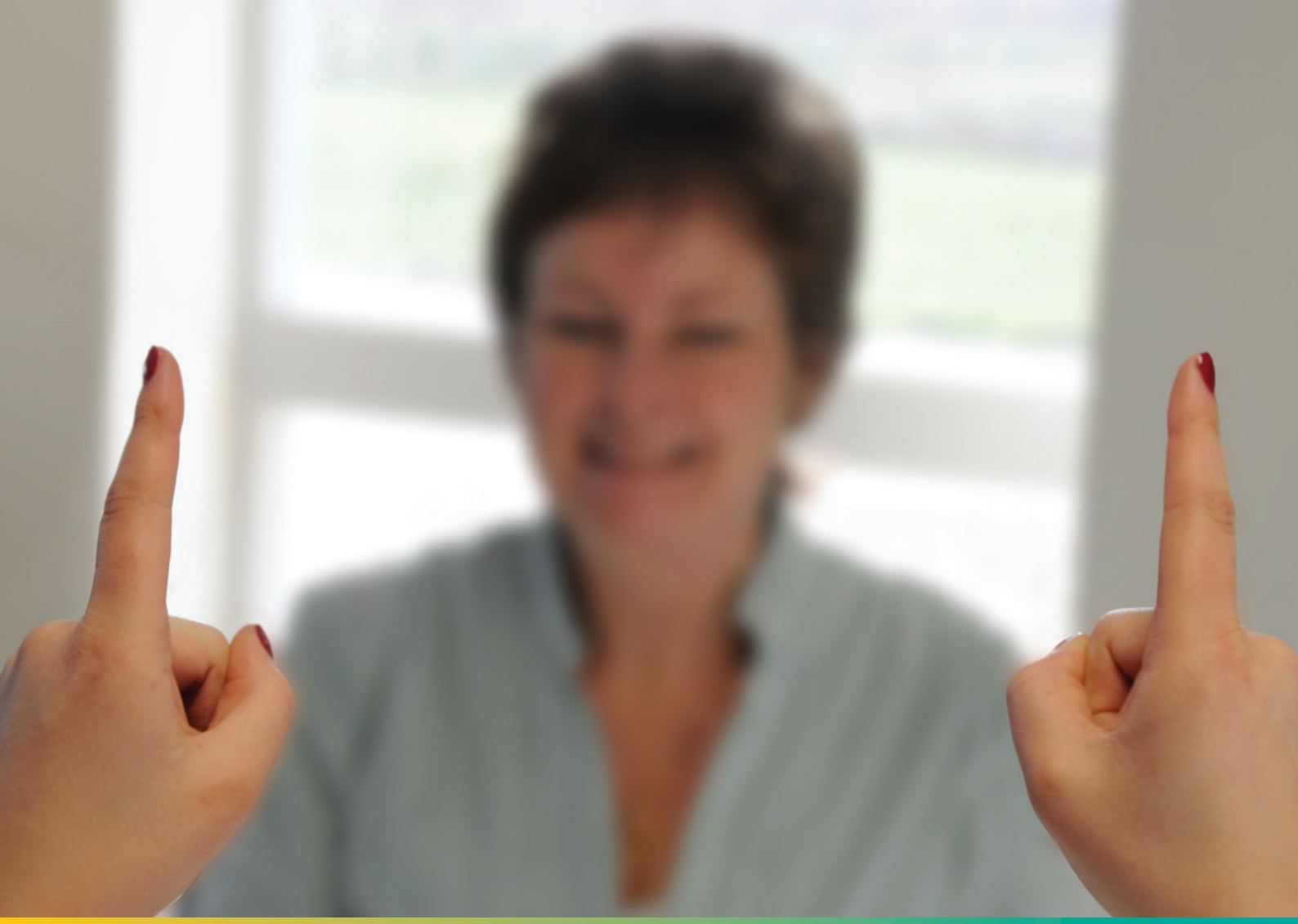
Call us on 01638 723590 if you'd like more explanation!

Try the fruit card game on your colleagues. Everyone always reads out the instructions saying what they expect to see rather than what is actually written. It never fails.

Interesting fact

Our research shows 3% of all data transfers contain errors. Mistakes like:

- Anne Brown instead of Ann Browne
- £369.23 instead of £396.23
- Ref 35099 instead of 350999
- Tel: 01683 723590 instead of 01638 723590



Jerky eye movements

The human eye cannot scan smoothly across a piece of data. It can only move smoothly when focused on a moving object.

Try this activity:

Sit opposite a colleague. Hold up a finger on each hand about a metre apart. Ask your colleague to move his or her eyes **slowly and smoothly** from one finger to the other, without moving his or her head.

Look at your colleague's eyes. What do you see?

See a video explanation of how our 'jerky eye' movement leads to error

www.accuracyprogramme.co.uk/programmes/developing-an-eye-for-accuracy

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The Ripple Effect Activity

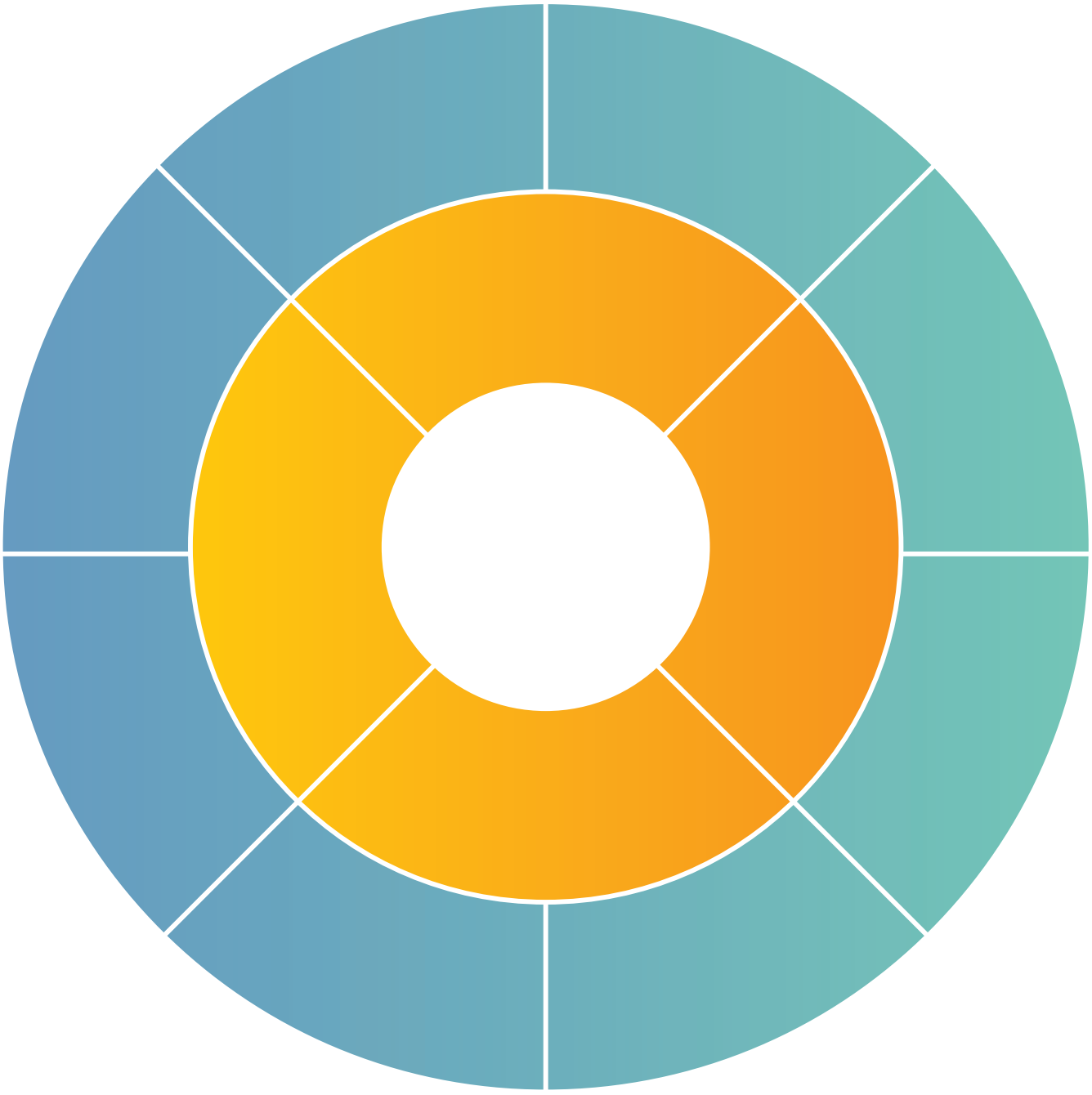
How do errors impact your organisation? Who is affected? How much time is wasted? What costs are incurred? What are the 'ripple effect' consequences of each error?

Follow the instructions below to help you think about the impact of errors.

1. Identify a common accuracy error and write it in the centre circle

2. In each of the four sections of the gold ring write an effect of the error

3. For each effect, write two consequences of that effect in the outer blue ring



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Top 10 Tips for getting it right first time, every time

1. **Concentrate** – learn how to 'superconcentrate'
2. **Be consistent** – every person, every time
3. **Check your work** – with the mind-set 'there's a mistake here'
4. **Work at optimum speed** – not too fast and not too slow
5. **Be aware of your personal error pattern** – where you're most prone to make a mistake
6. **Be accountable** – take pride in getting it right first time, every time
7. **Don't read data like you read words** – see each digit or letter precisely
8. **Use clustering techniques** – punctuated data contains patterns
9. **See and hear numbers as single digits** – not as values or in 10s, 100s, or 1000s
10. **Never guess** – use accuracy techniques and verify if you are unsure.

Top 5 Accuracy Tips for managers

1. **Measure error rate** – track the cost of errors
2. **Lead by example** – practise what you preach
3. **Build an accuracy culture** – 'the way we do things round here'
4. **Celebrate accuracy** – praise success
5. **Promote the business benefits of accuracy** – champion accuracy skills training.

Do your own back-of-envelope calculation

START HERE!

(a) Number of staff handling data = _____

Include all staff who handle any kind of data

(b) Pieces of data handled by each person each day = _____

Individual data items like dates, amounts, references etc.

(c) So total pieces of data handled by all staff = _____

That's (a)×(b)

(d) Accuracy rate = _____ %

90%? ...95%? ...97%? ...what do you think?

(e) Error rate = _____ %

That's 100-(d)%, of course

(f) So total number of mistakes each day = _____

That's going to be (e)×(c) all divided by 100

(g) Time it takes to find and correct an error = _____ minutes

This'll be more than you think

(h) So total time wasted per day by errors = _____ hours

(f)×(g) then divide by 60 to get hours

(i) Salary cost per hour = £_____

A good estimate is annual salary divided by 1750

So total salary cost <u>per day</u> for all our staff of finding and correcting errors = £_____

(h)×(i) WOW! And that is every day!

Conclusion: errors waste a lot of time and cost a lot of money! And that is just the value of the time wasted in making, finding and correcting errors. How much more is lost through compensation payments, penalties or fines and lost opportunities?

Tel: 01638 723590

Here's the good news: Accuracy is a trainable skill

Developing an Eye for Accuracy is a proven in-house training course

Purpose – what's the aim of the programme?
By the end of the training your people are equipped with the skills they need to read, check and transfer data accurately and quickly. The purpose of the programme is to improve the quality of your operations, save money and increase productivity.

Process – how's it delivered?
Delegates attend a highly participative course over two consecutive mornings. The participants complete pre-course and post-course assessments to enable the trainer to measure the group's improvement in accuracy and speed.

Payback – what's the return on investment?
Typically clients achieve a 50-60% reduction in errors and a 3-7% increase in processing speed. Savings on productivity alone run into thousands of pounds, even before you factor in the consequences of the errors themselves.

Interesting fact

Teams make more mistakes during 'quiet periods' than they do when under time pressure

accuracy@scottbradbury.co.uk

Interesting fact

Delegates tell us they can "feel the techniques working"

The three 'C's of Accuracy

Concentration

How well do your people concentrate on what they are doing? Do they work in an open-plan office with constant distractions?

Barriers to concentration cause errors. Delegates explore these barriers and learn how to apply 'superconcentration' techniques to focus mentally on their task. We help people to manage their work and to screen out noise and distractions. Simple ergonomic techniques boost concentration levels.

Consistency

Consistency lies at the heart of accuracy. Consistency leads to accuracy because:

- It saves thinking time
- Practice makes perfect
- It leads to clearer communication.

Checking

What levels of checking do you employ?

The mind-set we use when we check work tends to allow mistakes to go unnoticed.

We teach people simple and effective checking techniques and encourage the use of fewer levels of checking, which saves time and reduces the number of personnel required. By making people responsible for getting it right first time, every time, you help them to take pride in their work.

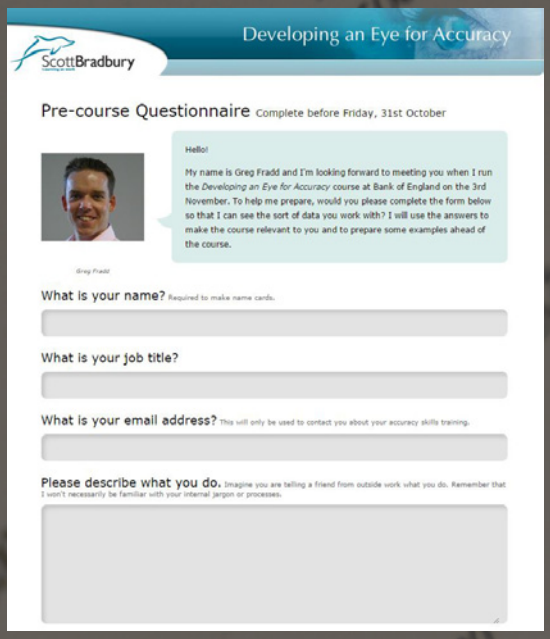
Interesting fact

One client we work with had a team of 'doers' and another team of 'checkers'. When they removed the checking team the 'doers' made fewer mistakes.

Making it relevant

We make the learning relevant to your delegates by relating the accuracy techniques to the kind of data they use in their work.

- **Online pre-course questionnaire**
  We ask delegates to tell us about the type of data they use and to provide some examples. Our Accuracy Consultant uses this information to relate the techniques back to the delegates' work
- **Error rate**
  We measure the delegates' error rate and show them how the group's actual error rate impacts their efficiency and performance at work
- **Personal Error Pattern**
  Delegates record the errors they make during the course on a special 'Watch Out Worksheet'. A review of this at the end of the programme reveals their own personal error pattern, alerting them to when they are most prone to make a mistake.



Sustaining improvement

We know that what really matters is what happens back in the workplace after the training. So we work with you to monitor performance in the months following the initial programme and help you to calculate the return on investment. We also provide resources to keep accuracy front-of-mind, helping you to build an internal accuracy culture and enabling you to sustain accuracy improvements and business performance.

Staying Accurate Today

Staying Accurate Today is a series of twelve reminders intended to be emailed to participants once a month after attending *Developing an Eye for Accuracy*. Each Staying Accurate Today email contains a 'Learning Reminder' about a key aspect of accuracy and a 'Take Action' activity to practise accuracy techniques at work.

Post-course assessments

There are three further accuracy assessments for you to administer one month, three months and six months after the initial training course. By monitoring accuracy levels in the months following the course delivery, we can help you to track performance levels and provide you with on-going overall results.

Building an accuracy culture

On-going advice and support from our accuracy experts combined with the use of resources such as the Delegate's Contract, the Manager's Perspective Questionnaire and our 'Building an Internal Accuracy Culture' tips guide, help you to create a culture where people are valued for getting it right first time, every time.

Interesting fact

Our exercises are timed to simulate real work pressures and to enable delegates to experience their 'optimum speed'

Checking activity

Read through the last three emails you sent. Take a close look at them.

Say to yourself, "there's a mistake here somewhere and I'm going to find it".

Check each letter of each word. Look out for missing words and words with spelling mistakes or transposition errors. Did you quote any figures? Are these correct?

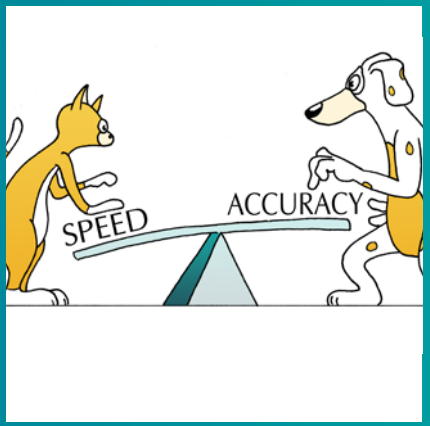
No computers!

We use a variety of pen and paper, audio and visual exercises to enable delegates to practise the accuracy techniques. But we don't use computers.

We know that your people are entering data onto computer systems but to develop accuracy skills as distinct from typing skills, we don't use a keyboard. Delegates write in their Participant Manuals and do practical activities that don't require a computer.

Optimum speed

Most people think that to be more accurate you have to slow down. That is not so. To be accurate you need to work at the 'optimum speed' for accuracy. Too fast and you sacrifice accuracy for speed. Too slow and the brain becomes distracted.



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Proven track record

Here is a small selection of organisations who have successfully implemented *Developing an Eye for Accuracy*:

ACC Silicones
Allen & Overy
Anglia Ruskin University
Arbuthnot Latham
AXA Insurance
Baillie Gifford
Baker McKenzie
Bombardier
BNP Paribas
Business Stream
Cambridge Assessment
CBRE
Chelsea & Westminster NHS
Chivas Brothers
Dräger
Fenmarc
Generali International
Grant Thornton
Homes for Haringey
IFDS
Intertek
JDR Cables
JT
Lafarge Tarmac
Lloyd's of London
LV=
Mizuho Bank
National Grid
NeoNickel
Nice-Pak
Premex
Queen's University Belfast
Reserve Bank of Australia
Royal Bank of Canada
Sainsbury's
Sanofi
St. James's Place
Standard Chartered Bank
Starr Companies
Student Loans Company
Thermo Fisher
UK Independent Medical
UK Power Networks
University of Northampton
Worcester Community Housing
World Health Organisation
Wesleyan Insurance
Zurich Insurance

Results

"The results speak for themselves: pre-course error rate was 4.06% and post-course saw an impressive reduction to 1.28% with an 11% increase in speed."
Telecoms company

"Training delivered internally achieved an 80% reduction in errors and a 3% increase in processing speed."
Insurance company

"The pre-programme error rate was an already impressive 2.74%. However, the post-programme error rate has reduced further to 1.25%."
Utility company

Contact us for a free demo

See for yourself how accuracy training works.

Call 01638 723590
Email: accuracy@scottbradbury.co.uk
www.accuracyprogramme.co.uk

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