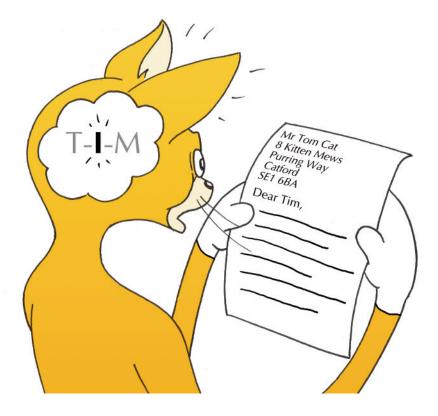
# Developing an Eye for Accuracy



#### Do people get your name wrong?

## NAMES

Name:

Department:

Date:

Please record your time here:

(Time limit: 3 minutes)

Score: / 28



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## Developing an Eye for Accuracy **NAMES**

Compare each item in Column 1 to its counterpart in Column 2. Sometimes you will see a copy of the name and sometimes you will see a salutation. If the name is correct, put a tick in the 'C' box. If the name is wrong, put a tick in the 'W' column and circle all the errors you spot in Column2. Time yourself. Please write how long it takes you to complete this exercise on the front of this paper.

Rosemary Fletcher	С	W	Dear Rosemary
Mr Hugh David	С	W	Dear David
Tom Tilby	С	W	Tim Tibley
Joanne Shannon	С	W	Joanne Shanon
David Graham	С	W	Dear Graham
Lewis Hamilton	С	W	Dear Mr Hamilton
J Subramanian	С	W	J Subramanian
Chris Corbin	С	W	Dear Mr Corbyn
Michael Stephenson	С	W	Michael Stephenson
Catherine Murray	С	W	Caroline Murray
Benedict Huemer	С	W	Benedict Humeur
Thomas Murray	С	W	Dear Mr Murray
Kevin Reith	С	W	Dear Keith
Jeff Lewis	С	W	Jeff Lewis
Camille Hickson	С	W	Camilla Hickson
Tracy Browne	С	W	Tracey Brown
Catherine de Salvo	С	W	Dear Ms De Salvo
Philip Westerman	С	W	Phillip Westerman
Josephine Butler	С	W	Josephine Butler
Lissa Elcock	С	W	Lisa Elcock
Jon Rhodes	С	W	Jon Rhodes
Stephanie Rose	С	W	Dear Stephanie
Papaioannou Ioanna	С	W	Papaioanou Ioanna
Sophia Ryan	С	W	Sophie Ryann
Debra Wiseman	С	W	Debra Wiseman
Anna Holmes	С	W	Anne Holmes
Juan Brooker	С	W	Juan Brooker
Kerynne Robertson	С	W	Kerynne Robinson



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## Developing an Eye for Accuracy **NAMES**

Rosemary Fletcher	1	W	Dear Rosemary		
Mr Hugh David	С	V	Dear David Last name used		
Tom Tilby	С	V	Tim Tibley Wrong first and last name		
Joanne Shannon	С	V	Joanne Shan <del>en Missing</del> n		
David Graham	С	V	Dear Graham Last name used		
Lewis Hamilton	1	W	Dear Mr Hamilton		
J Subramanian	4	W	J Subramanian		
Chris Corbin	С	V	Dear Mr Corbyn May not be 'Mr' i not y		
Michael Stephenson	1	W	Michael Stephenson		
Catherine Murray	С	V	Caroline Murray Wrong first name		
Benedict Huemer	С	V	Benedict Humeur Missing e Extra u		
Thomas Murray	1	W	Dear Mr Murray		
Kevin Reith	С	V	Dear Keith Wrong first name		
Jeff Lewis	1	W	Jeff Lewis		
Camille Hickson	С	V	Camilla <del>-Hickeen e</del> not a		
Tracy Browne	С	V	Tracey Brown Misplaced e		
Catherine de Salvo	С	V	Dear Ms De Salve d not D		
Philip Westerman	С	V	Phill <del>ip Western</del> Extra l		
Josephine Butler	1	W	Josephine Butler		
Lissa Elcock	С	V	Lis <del>a Elecci:</del> Missing s		
Jon Rhodes	1	W	Jon Rhodes		
Stephanie Rose	1	W	Dear Stephanie		
Papaioannou Ioanna	С	V	Papaioan <del>eu Icanna</del> Missing n		
Sophia Ryan	С	V	Sophie Ryann Extra n		
Debra Wiseman	4	W	Debra Wiseman		
Anna Holmes	С	V	Anne Holmee a not e		
Juan Brooker	1	W	Juan Brooker		
Kerynne Robertson	С	V	Kerynne Robinson Wrong last name		



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## How did you do in the test? And what does it mean?

You probably got all the names correct. When viewed side by side the errors are obvious – and you were actively looking for the mistakes! But in everyday work, the reason we make mistakes with people's names is because we are looking at the overall shape of the name and we're not alert to the possibility of error. Instead, our brains are occupied in thinking about other things such as the email you're writing, the database you're working on, the interruption from a colleague you've just had – or even that you need to get a pint of milk on your way home! The message from our optic nerve to the brain is correct, but the brain makes assumptions about what it 'sees'. And that's when we make mistakes!

There are 28 pieces of data to compare and verify and the test should have taken no more than three minutes to complete.

The reason we all make mistakes is because we are human. It doesn't matter how experienced, how conscientious or how senior we are, the physical structure of the human eye and the way our brains and eyes co-ordinate all conspire to make us vulnerable to making mistakes.

The good news is that accuracy is a trainable skill. We can all learn to become more accurate.

At Scott Bradbury, we specialise in accuracy skills. We work with organisations to reduce errors, save money and boost productivity. We develop the accuracy skills of people who in-put, transfer and check data, enabling them to process information efficiently and accurately.

#### Developing an Eye for Accuracy Training

Developing an Eye for Accuracy is our core training programme. Delegates learn and practise proven accuracy techniques and how to apply them to the work they do. The programme includes techniques for ensuring that names and addresses are spelled correctly.

Delegates complete pre-course and post-course assessments to enable us to measure the group's improvement in accuracy and speed. Delegates also record the errors they make during the training and an analysis of these mistakes reveals each participant's personalised 'error pattern'. This analysis alerts individuals to areas where they are most prone to make a mistake.

#### Measurable Return on Investment

Typically, delegates achieve a 60% reduction in errors and a 3% increase in processing speed. We also provide additional testing to use back in the workplace so you can monitor accuracy performance in the months following the initial training.

#### Free Demonstration

A free demonstration shows how the accuracy techniques work and the typical cost savings and productivity gains you can expect to achieve. We also share tips for building an internal accuracy culture where people are motivated to get it right first time, every time.

Find out more from the experts in accuracy skills. Call +44(0)1638 723590 or email accuracy@scottbradbury.co.uk