

Tended to host unique webinar on behavioural science and safety technology as part of Rail Safety Week 2023

May 22, 2023



Tended, a multi-award-winning tech start-up, is to next month host a unique webinar on behavioural science and safety technology. The event is being held as part of [Rail Safety Week](#), an initiative organised by Rail Media, which is dedicated to putting a spotlight on safety across the UK railway industry.



Jules Reed
Head of Behavioural
Science at Tended

Rail Safety Week Webinar

Bridging the gap between human vulnerability and worksite safety

Thursday 29th June, 1pm

- Understand the psychology behind human error and how this impacts worksite safety ✓
- Discover how different technologies are being used to bridge the gap between human error and safety ✓
- Learn simple engagement strategies to seamlessly integrate new initiatives into your workplace ✓



Founded in 2017, **Tended** is on a mission to transform workplace health and safety and put an end to preventable accidents and fatalities using innovative technology. Recognising the role of human factors in accidents, Tended's solutions are developed around psychology and behaviours to help solve complex safety challenges. As such, it has a dedicated behavioural science team led by Head of Behavioural Science, Jules Reed, whose expertise is in bringing psychology and innovation together to improve workplace safety and prevent accidents. She has previously led culture and behavioural change programmes at HS2, Interserve and Balfour Beatty.

As part of Rail Safety Week 2023, Reed hosts this webinar on behalf of Tended, exploring how we can use new technologies to bridge the gap between human vulnerability and worksite safety.

An expert in human behaviour, Reed will first take a deep dive into the psychology of why people make mistakes. As humans, we are fallible, and that means no matter how well-trained or well-motivated workers are, mistakes and accidents will inevitably still happen.

Uncovering the psychology behind this emphasises that relying on human behaviour alone to control risk is guaranteed to fail. And in high-pressure, high-risk work environments, the consequences of this can be devastating.

So what do we do to mitigate this? Technology has driven perpetual change to create a fourth industrial revolution. Now, it's making its way into the health and safety space and is becoming increasingly commonplace. It provides a reasonably practicable solution for creating safer, more efficient work environments. However, with 70% of change initiatives failing in the workplace, transforming the safety of workers with new technology can be challenging.

In this webinar, Reed will explain how, with the right tools, organisations can reduce the risk of human error to instil sustainable safety change onsite. And with the right approach, leaders can bridge the gap between human vulnerability and worksite safety to help end preventable accidents and ensure workers

return home safely - every day.

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