

Selling Recommendations

This exercise is based on the case study incident involved in the previous exercise. In the same small group you were in for Exercise 1, review the recommendations you made for corrective action.

As a group, decide:

- 1. Which recommendations might be difficult to sell to management?**
- 2. How would you sell them?**
- 3. What kinds of pressures might cause those safety measures to lose effectiveness over time?**
- 4. What could you do to reduce or resist those pressures?**

Choose someone to make notes of your discussion and present your results to the class.
