

Aviation Human Factors Industry News

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From the sands of Kitty Hawk, the tradition lives on.

Hello all,

To subscribe send an email to: rhughes@humanfactorsedu.com

In this weeks edition of *Aviation Human Factors Industry News* you will read the following stories:

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★FAA Proposes \$275,000 Civil Penalty Against Atlas Airlines

★Pilot Error Blamed for 2014 Botched US Airways Takeoff, NTSB Says

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★Hall earns Senior Sailor of the Year honor

★And Much More

The Ultimate guide to preventing Human Error

Aviation Safety Management Specialist, Captain Samir (Sam) Kohli has authored a new book that is being described as the [ultimate guide to human relationships and prevention of human error](#). Titled 'I, Human', the book has the following description:

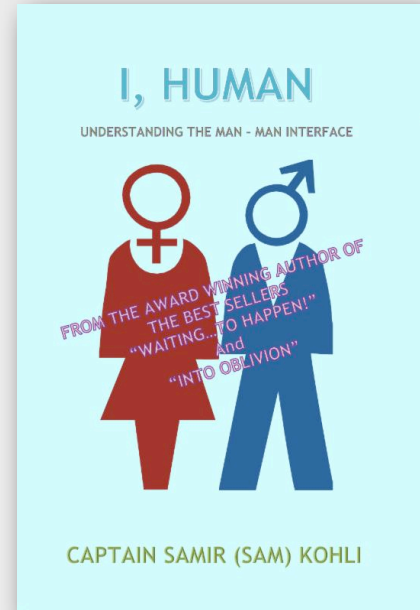
Who am I? This question has defied answer since time immemorial! World famous psychologists and scientists have tried to find an answer to this question without success.

In fact, you know me very well. You meet me daily, live with me, work with me, work for me, supervise me, make me work for you; and my mistakes cause disasters, in which you and I perish! You meet me as a father, mother, brother, sister, husband, wife, friend, lover, employer, employee... the list is endless. No venture or activity can ever be accomplished without me. You need me. You cannot get anything done without me. It is I with whom you want a relationship; who creates the greatest love story or heartbreak; makes any undertaking a success or a failure; is the single largest cost item in any company's balance sheet; and matters the most in any activity.

Yet, [I am least understood and cared!](#) Your inability to understand me leads to most of the organizational and interpersonal problems, even accidents and disasters, in the world today. Disasters, in relationships - between families, friends, colleagues and lovers; in work-place interactions leading to organizational conflicts; in development or implementation of policies, procedures or processes I cannot be relied upon to follow, leading to accidents; these result from your inability to understand me.

I cannot be managed or controlled. I can only be led, motivated, mentored and developed. Love me, or hate me, you cannot live without me! You got me and the sooner you understand me, [the better will it be for both of us!](#)

I am a human, and this... is my story.



Preview the book: <https://publish.pothi.com/preview/?sku=SKU6533>

If you prefer to read on a computer, tablet or kindle device (Worldwide): <http://www.amazon.com/gp/product/B01BMSS424>

If you prefer to get a printed copy (Worldwide except India): <https://www.createpace.com/6057423>

If you are in India: <https://pothi.com/pothi/node/187814>

FAA Proposes \$275,000 Civil Penalty Against Atlas Airlines

The U.S. Department of Transportation's Federal Aviation Administration (FAA) proposes a \$275,000 civil penalty against Atlas Airlines of Purchase, N.Y., for allegedly operating a Boeing 747 after performing improper maintenance on the aircraft.

The FAA alleges that Atlas maintenance workers improperly repaired the plane's landing gear

after it would not retract on departure from Sydney, Australia. Atlas [repaired the gear using the wrong part, and maintenance workers had to install the component upside down to get it to fit](#), the FAA alleges.



Atlas operated the aircraft on 24 cargo flights over a 10-day period after improperly repairing the landing gear, the FAA alleges. The aircraft was not in an airworthy condition during those flights, the agency alleges.

Atlas has been in communication with the FAA about the case.

Pilot Error Blamed for 2014 Botched US Airways Takeoff, NTSB Says

The National Transportation Safety Board released its finding of [probable cause](#) today for a botched US Airways takeoff in Philadelphia in 2014 that



forced an emergency evacuation of passengers and crew and put an aircraft out of service.

US Airways Flight 1702 was headed to Fort Lauderdale, Florida, from Philadelphia International Airport on March 13, 2014, when the incident happened at 6:25 p.m., according to the Federal Aviation Administration. The jet was carrying 149 passengers and five crew members. The plane slammed onto the runway, bounced into the air and then careened 2,000 feet into an empty field. With the plane's nose gear collapsed and its left side smoking, frightened passengers were forced to evacuate on emergency slides. Some exited on the plane's wings before sprinting away to safety. No serious injuries were reported. At the time of the crash, a blown tire or landing-gear trouble were suggested as possible causes. According to the NTSB today, [it was pilot error](#).

The agency pointed to [not following procedures](#) and the "captain's decision to reject the takeoff" after the plane had reached a speed in which [it was no longer safe to do](#) so as probable causes.

The agency said that the pilots [did not input a piece of information into the flight computer correctly](#). According to the report, the pilot told the first officer that [they'd get the data issue "straight when we get airborne."](#)

That inaccurate data then triggered a series of audio alerts, according to the NTSB. As a result, when the jet started to take off, alerts sounded in the cockpit. According to an NTSB specialist's factual report, the plane was "in air" for 4 seconds.

The captain's decision to abort takeoff after the plane had already become airborne was the [primary cause](#) of the incident, according to the NTSB.

Simulator testing showed that if the pilot had not aborted the takeoff, the plane would have been able to fly just fine.

American Airlines, which merged with US Airways, told ABC News today that both pilots had not flown since the incident and that the aircraft had been taken out of service.

"US Airways thoroughly reviewed this incident, providing robust input to the aviation safety community. As a result of our review, we made [several changes to our procedures, manuals and training programs to mitigate risk](#), while we also supported design changes to certain onboard systems. All of our flights operate today with the benefit of these -- [and many other incremental safety improvements](#) -- which are part of our constant commitment to the highest safety standards," airline spokesman Ross Feinstein said.

"We are not going to comment further on [the pilots'] employment status as they are entitled to their privacy. US Airways removed the flight crew from flying status immediately after the incident. This is standard practice when these events occur," Feinstein said.

Embry-Riddle MOOCs To Explore Aviation

Embry-Riddle Aeronautical University is expanding its offerings of [massive open online courses](#). The institution, which has two American campuses and one Asian campus, will be exploring four aviation topics in its massive open online courses (MOOCs). All of them are being hosted on Instructure's Canvas Network. The first course will begin in March. "[The Human Factor in Aviation](#)" will last four weeks, require about two hours of effort each week and results in a certificate for those who complete it successfully. The MOOC will examine the role [human performance plays in aviation disasters](#). The instructor is Dennis Vincenzi, who has 18 years of experience as a "human factors" researcher.

Other courses will explore aircraft accident investigation (beginning in May); airport and airline operations (starting in August); and aircraft maintenance, repair and overhaul (kicking off in October). Canvas also hosts a self-paced course produced by Embry-Riddle, titled "[Aviation 101](#)," which provides an online introduction to aviation careers.



According to the university, previous its MOOCs have drawn 14,000 participants.

About the Author

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[Embry-Riddle Aeronautical University](#)

[The Human Factor in Aviation](#)

[Aviation 101](#)

What Compliance Philosophy Means for General Aviation

The FAA considers [Compliance Philosophy](#) as an essential part of the aviation system of the future. It will allow the agency and aviation community to identify a problem in the NAS, use the most effective tools to correct that problem, and monitor it to be sure it stays fixed into the future. Want to learn more about how this may affect you as a GA pilot?

What is Your
Organization's
Compliance
Philosophy?



Download the January/February 2016 issue of *FAA Safety Briefing* magazine at www.faa.gov/news/updates/?newsId=84810.

Analysis: Fear of flying?

Good news, it seems, for those global airline passengers who flew in jet-powered commercial airliners last year: of the four fatal airline crashes in 2015, [none involved a modern jet hull aircraft](#).

All the fatal accidents which saw 136 people lose their lives last year involved propeller-driven turboprop aircraft, according to new data from the International Air Transport Association (IATA).

“In terms of fatal accidents, it was an extraordinarily safe year,” says Tony Tyler, IATA’s director general and CEO.



This is backed up by the Aviation Safety Network (ASN), an independent organization set up in 1996 to monitor airline safety issues. It reports that 2015 saw the lowest number of fatal airline accidents in a database that stretches back to 1946.

Yet ASN’s figures rather differ from IATA’s data, which covers some 260 member airlines accounting for 83 per cent of total global commercial air traffic. ASN instead collates details of all aircraft accidents it discovers, including smaller planes such as corporate jets.

ASN, therefore, reported 16 fatal air accidents last year – compared with IATA’s four - with 560 people losing their lives (136 in IATA’s database).

Why such a difference in fatality numbers between the two? Mainly because ASN’s figure includes the two most prominent airline disasters last year, both involving jets rather than prop aircraft: the crash of Germanwings Flight 9525 over the French Alps with the loss of 150 passengers and crew, believed caused by pilot [suicide](#); and the downing of Metrojet 9268 with 224 fatalities over northern Sinai, [thought to be due to terrorism](#).

IATA, however, did not include them in its 2015 accident statistics on the grounds that “they are classified as [deliberate acts of unlawful interference](#)”, although this remains unproven with Metrojet.

Yet there also is confusion over what constitutes an aviation accident. The shooting down of Malaysia Airlines flight MH-17 over the Ukraine in 2014, with the loss of 298 people was clearly not regarded as accidental by IATA – after all it did reportedly include an surface-to-air missile being launched - and therefore it was excluded from its fatality figures that year.

But the disappearance of another Malaysia Airlines flight that year – MH-370 over the Indian Ocean carrying 239 passengers and crew – was classified by IATA as an accident as the cause of its disappearance was (and still is) unknown.

ASN, however, cites the reasons for deliberate rather than accidental causes for fatal crashes as including “sabotage, shoot downs and suicides”.

While all air crashes are tragedies, there are some grounds from a longer-term perspective for optimism that deliberate disasters may now be the exception rather than the rule.

Prior to the double Malaysia Airlines incidents in 2014, the previous five years had been free of any deliberate bringing down of an airliner, according to the ASN database.

In contrast, in the last 30 years of the 20th century – from 1970 to 2000 - there were only six years in which no fatal airline crash was deliberately caused.

In the first decade of this century, moreover, there were only three years in which aircraft were brought down by non-accidental means – including those downed on 9/11.

So there is some justification to agree with IATA's Tyler that "the long-term trend data show us that flying is getting even safer".

But that poses the question: which airline is the safest to fly? In popular culture the answer, of course, is Qantas – a result of Dustin's Hoffman character in the 1988 film 'Rain Man' claiming that the airline had never had a crash. In truth, it has never had a crash since 1951, before the jet age for commercial carriers.

Yet Qantas is still winning accolades: last month it was named (for the third year running) at the head of a top 20 list of the world's safest airlines compiled by AirlineRatings.com, a website established in 2013 by experienced aviation journalists.

It uses a seven-star screening program of some 407 airlines worldwide to determine its safety list, with 148 getting the full seven stars. The top 20 is decided by the editorial team based on a range of factors, including 'operational excellence'.

While British Airways and Virgin Atlantic both have seven stars, only Virgin makes the cut into the top 20.

There are other airline safety rating sites, including Jacdec (Jet Airliner Crash Data Evaluation Centre) established in 1989: top of its just-published 2016 rankings is Cathay Pacific, with Virgin 14th and BA 18th.

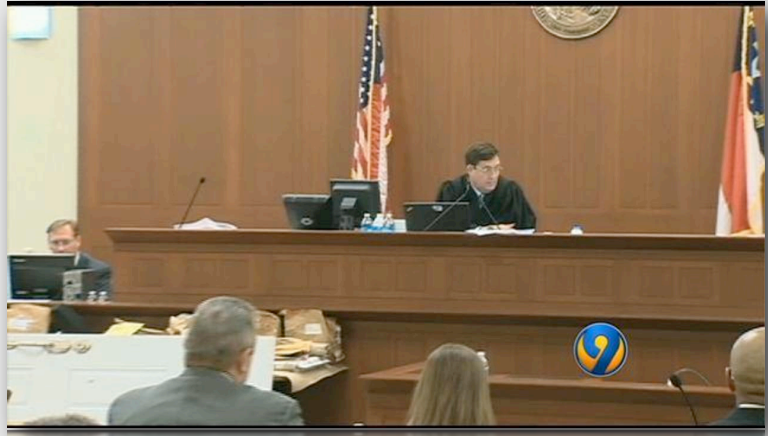
But such statistics-based safety lists may not tell the whole story. Lufthansa-owned Germanwings, for example, also gets seven stars by AirlineRatings.com in spite of last year's crash, as fatalities caused by terrorism or pilot suicide are not included in the rankings.

Perhaps a better solution for nervous flyers is to invest money on an iPhone app launched last year called 'Am I going down?' which calculates the odds, based on available data, of a particular flight crashing. Or maybe just have a stiff drink on takeoff?

Closing submissions in Ewingar plane crash trial

The jury in the trial of a pilot whose plane hit powerlines and plunged into the Clarence River at Ewingar in 2014 resulting in the death of 11-year-old Kayla Whitton has heard closing submissions.

John Crumpton, 55, of Goonengerry, faces charges of manslaughter, operating an aircraft recklessly to endanger the life of a person, operating an aircraft recklessly to endanger a person or property and flying an aircraft below 500 feet.



The charges relate to a crash in Mr Crumpton's Maule M-5 four-seater plane on April 12, 2014. Crown prosecutor Jeff McLennan SC told the jury Mr Crumpton **did not know there were height restrictions** on how low you could fly in unpopulated areas. Mr McLennan said he flew at least 420 feet below the legal height restrictions of 500 feet.

"This was a journey that would never be approved by the Civil Aviation Safety Authority CASA," he said.

The jury heard Mr Crumpton had never flown so low in the area of the crash before, but he had done so further down-river.

Mr McLennan said the jury must unanimously prove, beyond reasonable doubt, that Mr Crumpton was criminally negligent **by his conduct of flying so low**.

Defense barrister Tony Bellanto QC reminded the jury they must consider the level of criminal negligence Mr Crumpton displayed and whether it was deserving of serious criminal punishment.

Mr Bellanto highlighted there had been 119 crashes in 10 years by light planes into powerlines.

He told the jury there was no liaison between CASA and Essential Energy about the location of powerlines.

The jury heard Mr Whitton and his daughter Kayla had flown in 2013 with Mr Crumpton over Cape Byron.

Mr Bellanto said Mr Crumpton did every possible safety check on his plane before the flight.

"At the time he thought he was aware of all the hazards in the area," he said. "If he wasn't aware of the powerlines and had taken steps to be aware, why should he be convicted."

The trial continues.

Hall earns Senior Sailor of the Year honor

Petty Officer 1st Class Brandon Hall, of Danville, serving with Commander, Strike Fighter Wing Squadron 103, (VFA-103), earned [Senior Sailor of the Year for 2015](#).

The Sailor of the Year Program recognizes superior performance of enlisted personnel emphasizing outstanding achievements, exemplary personal conduct and military bearing and demonstrated initiative in the performance of duty. This program also [motivates personnel to strive for improvement](#) in their assigned duties and leadership.



"Receiving this honor is a very humbling experience," said Hall. "Knowing that I was picked for this honor amongst my peers, solidifies the trust my leadership put in me and most importantly, justifies my Sailors' hard work and dedication and our ability to run through every obstacle put in front of us,"

As an aviation ordnance man, Hall is an aircraft armament (weapons) specialist, in charge of storing, servicing, inspecting and handling of all types of weapons and ammunition carried on Naval aircraft.

"I'm the [Quality Assurance Leading Petty Officer](#) for my command," said Hall. "I'm responsible for the efforts of six Quality Assurance Representatives performing audits/monitors across 43 Naval Aviation Maintenance Programs, ensuring the squadron is conducting maintenance in [accordance with established procedures](#)."

I'm also responsible for the coordination of Aircraft Phases, ensuring all maintenance requirements are met and applicable technical directives are incorporated."

Hall, a 2001 graduate of George Washington High School, enlisted in the Navy after high school and has currently served for 14 years.

"Serving in the Navy has had a tremendous effect on my life," said Hall. "Not only has it given me the privilege to work on multi-million dollar aircraft but it's given me the opportunity to lead junior Sailors."

Hall's commanding officer said he's proud of the hard work and dedication Hall has exemplified.

"Petty Officer Hall is a [charismatic and compelling leader](#) who sets the standard by which all other deckplate leaders should be measured," said Cmdr. Scott J. Buchar.

Located in Virginia Beach, Virginia, VFA-103, nicknamed the "Jolly Rogers," dates to the earliest days of carrier aviation.

"I love having the opportunity to lead sailors and [watch they grow personally and professionally,](#)" said Hall. "Nothing puts a smile on my face more, than seeing my own Sailors advance in rank, achieve qualifications, and earn awards."

How has Virgin Galactic made their latest spaceship safer?

Virgin Galactic unveiled its new Space Ship Unity. Has the company [improved safety](#) for the aircraft after a 2014 crash

Virgin Galactic will soon be back in the sky and, eventually, space. Recently Richard Branson, the billionaire owner of Virgin Galactic, unveiled the company's newest spacecraft,



named Virgin Space Ship Unity. The spacecraft will allow Virgin Galactic to continue its pursuit of space tourism almost 16 months after its first craft was destroyed in a flight-test accident.

The launch event featured Branson in a white SUV towing the brand new spacecraft, a christening by Branson's one-year-old grandson, and celebrity appearances. The space tourism company got a boost in publicity from a recorded message from theoretical physicist Stephen Hawking, who said he planned on getting on board the craft.

"If I am able to go – and if Richard will still take me, I would be very proud to fly on this spaceship," Mr. Hawking said in his message.

Despite the hype and the \$250,000 price tag for a seat, the last lingering question for potential patrons could be: [Is it safe?](#)

"We have a new spaceship that's going to be ready in a few months," Virgin Galactic CEO George Whitesides said to TechTimes after the 2014 crash. "So we're going to make sure we get that one as safe as we can and keep going."

Virgin Galactic's original SpaceShipTwo, which shared the same design as the new Space Ship Unity, experienced a catastrophic crash in October of 2014, killing one of the pilots and severely injuring the other. For a short time after the crash, many speculated whether it would be the end of Virgin Galactic's space tourism aspirations, but the company [recommitted after learning the crash was caused by piloting error](#).

A side-by-side comparison of the Virgin Space Ship Unity and the destroyed vehicle show little difference. The two are nearly identical with the same model and manufacturing of Unity began in 2012, before the accident or any redesigns occurred. However, the Unity does feature small safety additions.

[A crucial pin](#) has been added to prevent a pilot from accidentally unlocking the feathering mechanism on the ship's tail, which caused the first crash, Mr. Whitesides told Reuters.

The aircraft is designed to take passengers to the outer edge of Earth's atmosphere, some 60 miles up, then gradually descend, slowed by the feather system – which creates aerodynamic drag as the craft returns to the ground.

The latest design reportedly features some improvements to make the landing gear more distinct have also been added.

Are those small changes enough? Yes, for enthusiasts. Maybe, for the Federal Aviation Administration.

The 2014 crash was caused by a piloting error, but the National Transportation Safety Board (NTSB) also [placed blame on Scaled Composites](#), who built the aircraft and employed the pilots, and cited the FAA for lax regulations, according to The Los Angeles Times.

The FAA's current guidelines for spaceflight regulations have been focused on not hampering innovation with restrictions. The result is regulations around the safety of the environment, national security, and people on the ground, but a large amount of freedom for the company testing in the air.

It's unclear how, but the FAA could change their regulations following the previous Virgin Galactic crash and the recommendations of the NTSB.

"We can expect more safety regulations on the industry," Thomas Anthony, director of USC's Aviation Safety and Security Program told the Los Angeles Times. "Safety is always a balancing act, even with commercial aviation."

However, safety concerns has not prompted hesitation or slowed ticket sales for enthusiasts. The Christian Science Monitor previously reported almost 700 people have signed up for rides at a price of \$250,000 each.

"Together, we can make space accessible in a way that has only been dreamt of before now, and by doing so can bring positive change to life on Earth," Branson said in the press release.

<http://www.csmonitor.com/Science/2014/1101/Investigators-Branson-head-to-Virgin-Galactic-crash-site>

<http://www.csmonitor.com/Technology/2016/0220/Why-Stephen-Hawking-wants-to-ride-Virgin-Galactic-space-ship>

<http://www.latimes.com/business/la-fi-ntsb-virgin-20150727-story.html>

Big penalties, jail time for not registering drones - FAA

The Federal Aviation Administration say **unregistered drone users** could now face fines as high as \$250,000 for flying their UAVs or the possibility of up to three years in jail.



On Monday, the FAA announced that a total of 368,472 drones had been registered with agency, [surpassing the number of airplanes](#) on record with the federal government. The FAA announced the registration rules last December with a February 19 deadline. With the deadline now passed, the agency said: "Failure to register an aircraft may result in regulatory and criminal sanctions."

"The FAA may assess civil penalties up to \$27,500," the FAA said in a frequently asked questions post on its website. "Criminal penalties include fines of up to \$250,000 and/or imprisonment for up to three years."

According to The Hill, FAA administrator Michael Huerta was encouraged by the response to the drone rules [after an increase in reports](#) of sighting by commercial airline pilots.

"The speed with which we were able to roll this out is a testament to the invaluable input we received from the diverse task force of stakeholders we brought together to work on this issue," Huerta said in a recent speech at a drone policy summit in Washington, the Hill reported.

There had also been a step up in complaints from law enforcement and firefighters encountering the drones while trying to put out fires, especially during last summer's spate of forest fires in California.

"It's proof that when government and industry partner, we can innovate, cut through red tape, and use technology to tackle emerging risks," Huerta said.

The FAA imposed a \$5 registration fee which was met with objection from drone advocates calling it a "drone tax." In response the FAA granted applicants a refund for signing up within the first 30 days. The registration fee is valid for three years. As of Monday evening, a drone user could still register on the website.

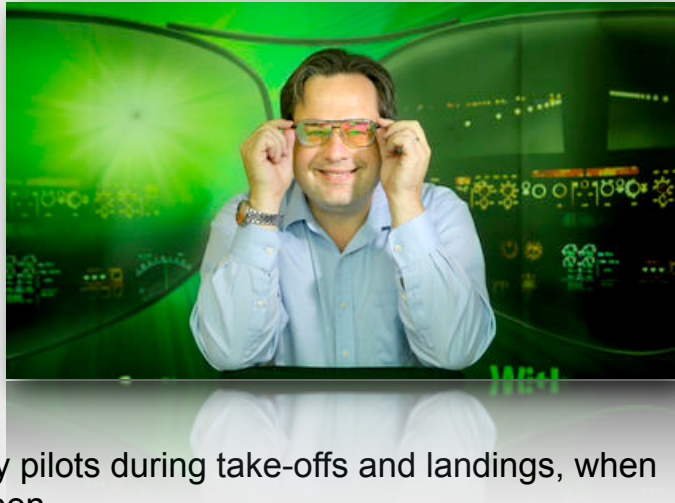
Special glasses reflect harmful laser light

An Ottawa firm is offering a [solution to pilots worried about laser strikes](#) against their aircraft: glasses engineered to reflect the green light emitted by most handheld pointers.

Iridian Spectral Technologies Ltd. launched its line of laser reflection glasses after being approached by aviation safety officials concerned about the dramatic rise of laser incidents.

Last year, there were [663 laser strikes directed at aircraft in Canada](#), and that number is growing.

Iridian vice-president Robert Bruce said the firm's glasses are designed to be worn by pilots during take-offs and landings, when laser strikes are most likely to happen



“Essentially what these glasses do is to reflect the laser light away from the pilots, while still allowing all of the light they need to pass through in order to operate the plane safely,” he said.

Iridian was founded in 1998 to commercialize optical filters developed by the National Research Council (NRC).

In 2012, the firm was approached by the Canadian Aviation Safety Officer Partnership to devise a set of glasses that would protect pilots from laser attacks.

The challenge was to produce glasses that could block the [harmful effects](#) of a laser without hindering a pilot's ability to read an instrument panel in a nighttime cockpit.

The firm field tested its glasses with the help of the NRC's aerospace division.

“We spent quite a bit of time designing these glasses to both protect the pilot while being as unobtrusive as possible,” Bruce said. “You don't want the glasses to be more of a problem than the lasers: They need to be able to see what they're doing [both internally and externally](#).”

Bruce said the firm's laser reflection glasses have been widely adopted by military and police helicopter pilots — police helicopters are often targeted by lasers — [but commercial pilots have been slow to adopt them](#).

The oxide-coated aviator glasses retail for about \$329.

9 Habits of Profoundly Influential People

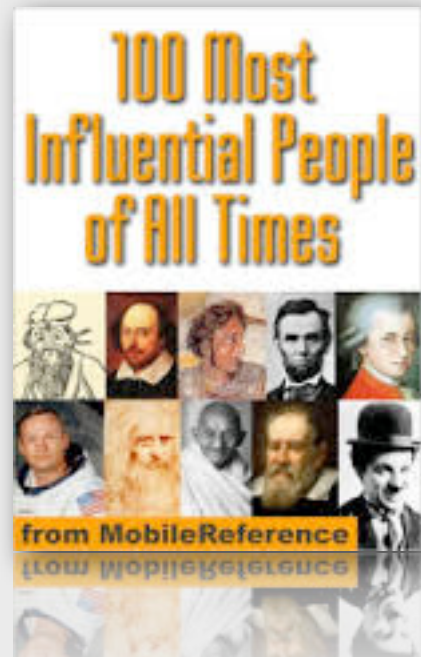
Influential people have a profound impact on everyone they encounter. Yet, they achieve this only because they [exert so much influence inside, on themselves](#).

We see only their outside.

We see them innovate, speak their mind, and propel themselves forward toward bigger and better things. And, yet, we're missing the best part.

The confidence and wherewithal that make their influence possible are earned. It's a [labor of love](#) that influential people pursue behind the scenes, every single day.

And while what people are influenced by changes with the season, the unique habits of influential people remain constant. Their focused pursuit of excellence is driven by nine habits that you can emulate and absorb until your influence expands:



1. They think for themselves

Influential people aren't buffeted by the latest trend or by public opinion. They form their opinions carefully, based on the facts. They're more than willing to change their mind when the facts support it, but they aren't influenced by what other people *think*, only by what they *know*.

2. They are graciously disruptive

Influential people are never satisfied with the status quo. They're the ones who constantly ask, "What if?" and "Why not?" They're not afraid to challenge conventional wisdom, and they don't disrupt things for the sake of being disruptive; they do it to make things better.

3. They inspire conversation

When influential people speak, conversations spread like ripples in a pond. And those ripples are multidirectional; influencers inspire *everyone* around them to explore new ideas and think differently about their work.

4. They leverage their networks

Influential people know how to make lasting connections. Not only do they know a lot of people, they get to know their connections' connections. More importantly, they add value to everyone in their network. They share advice and know how, and they make connections between people who should get to know each other.

5. They focus only on what really matters

Influential people aren't distracted by trivialities. They're able to cut through the static and clutter, focus on what matters, and point it out to everyone else. They speak only when they have something important to say, and they never bore people with idle banter.

6. They welcome disagreement

Influential people do not react emotionally and defensively to dissenting opinions—they welcome them. They're humble enough to know that they don't know everything and that someone else might see something they missed. And if that person is right, they embrace the idea wholeheartedly because they care more about the end result than being right.

7. They are proactive

Influential people don't wait for things like new ideas and new technologies to find them; they seek those things out. These early adopters always want to anticipate what's next. They're influential because they see what's coming, and they see what's coming because they intentionally look for it. Then they spread the word.

8. They respond rather than react

If someone criticizes an influential person for making a mistake, or if someone else makes a critical mistake, influential people don't react immediately and emotionally. They wait. They think. And then they deliver an appropriate response. Influential people know how important relationships are, and they won't let an emotional overreaction harm theirs. They also know that emotions are contagious, and overreacting has a negative influence on everyone around them.

9. They believe

Influential people always expect the best. They believe in their own power to achieve their dreams, and they believe others share that same power. They believe that nothing is out of reach, and that belief inspires those around them to stretch for their own goals. They firmly believe that one person can change the world.

Bringing It All Together

To increase your influence, you need to freely share your skills and insights, and you must be passionate in your pursuit of a greater future.

The Importance of Being On Time

Have you noticed that tardiness is on the rise? People are chronically late for work; for their child's teacher conference or athletic contest; or even for parties and celebrations.

As the old saying goes, “they will even be late for their own funeral.” Yet, punctuality is one of the key ways that we can [positively brand ourselves](#).



Today we will explore why it is so important to be on time for all of your scheduled events.

Whatever your appointment may be—a phone call, a business meeting, or a dinner engagement—you should always strive to be on time. Why Be on Time?

Being on time:

- Demonstrates that you are diligent and dependable.
- Indicates that you honor your commitments and you can be trusted.
- Shows that you have respect for other people and that you care as much about their time as your own.
- Sets a good example for your children and others who look up to you.
- Builds self-confidence and success.

One of the common attributes of all successful people is that they [view their time as a precious resource](#). When you are late for appointments with people who value their time, you will have wasted one of their most valuable assets and there is a good chance they will view you as rude, irresponsible and disrespectful. Is this how you want to brand yourself?

Not only should you make every effort to be on time for business-related appointments, but you should also do your utmost to be on time for personal commitments. [Valuing your friend's time](#) and earning their respect is an important part of your individual reputation.

Let's now look at two specific business scenarios where punctuality is critical.

Keeping Appointments

Not only should you strive to be on time for an appointment, but also I recommend that you set a goal to arrive at least five minutes early.

Four Reasons You Should Arrive Early:

1. To give yourself a buffer in case something delays you. Planning to show up at the exact time of your appointment leaves no room for error.
2. To be relaxed for the appointment. Running through the door stressed out because you were rushing, never reflects well on you.
3. To make sure you are prepared for the appointment. Always arrive early so you will have a few minutes to relax, think about your agenda, and get organized.

If I am meeting with some prospective clients at a restaurant, I select a table out of the way. Being early gives me the opportunity to determine the best location for the meeting and ensure that the clients are not distracted.

4. To avoid making up an excuse for being late. I don't know about you, but I hate listening to excuses and even worse, I hate making excuses.

When I was a realtor, I would arrive for my appointments five minutes early to gather my presentation materials and review any notes I had taken. Then at the exact time of the appointment I would ring the bell. This was an easy way to make a great first impression.

Making Scheduled Phone Calls

When you schedule phone calls, always be clear about who's responsible for initiating the call. When you don't know who is initiating the call, then accept the responsibility and make the call at the scheduled time. This puts you in control.

If you are the person responsible for initiating the call, what kind of impression will you make? Will it be positive, neutral or negative?

If you want to really gain the edge in life, take advantage of all opportunities to make a positive impression on others.

- Negative Impression—If you call more than five minutes early or more than five minutes late, you run the risk of making a negative impression.
- Neutral Impression—If you call one or two minutes early or one or two minutes late you will likely not make any impression because it's what most people do.
- Positive Impression—When you call at the exact time of your call, you have the opportunity to make a positive impression. I have had hundreds of people tell to me, "Wow, you are right on time!" That comment tells me that I made an impact!

When you have a call scheduled, write it in your appointment book and if necessary set your cell phone alarm to notify you two minutes in advance. Then at the exact time, press "send."

When Your Best Plan Fails

Circumstances do arise and it won't always be possible to be on time. If you are going to be late for an appointment, call as soon as you know you are going to be late. This allows others to plan their schedules accordingly. Cell phones, PDA's and other technology make this an easy thing to do.

When you are on time you enhance your brand. When you are late, [you devalue your brand](#). Being on time is a choice.

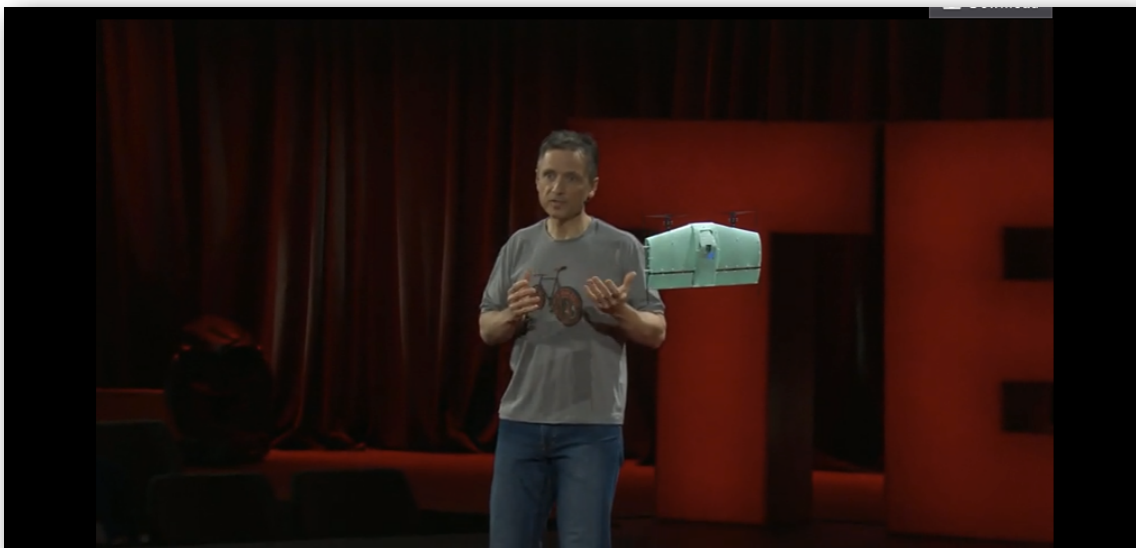
Let me encourage you to take pride in being a person who is always on time and prepared for your appointments. Remember, there is no downside in showing up early, but there is significant downside to showing up late.

TED - Ideas Worth Sharing

Raffaello D'Andrea:

Meet the dazzling flying machines of the future

When you hear the word "drone," you probably think of something either very useful or very scary. But could they have aesthetic value? Autonomous systems expert Raffaello D'Andrea develops flying machines, and his latest projects are pushing the boundaries of autonomous flight — from a flying wing that can hover and recover from disturbance to an eight-propeller craft that's ambivalent to orientation ... to a swarm of tiny coordinated micro-quadcopters. Prepare to be dazzled by a dreamy, swirling array of flying machines as they dance like fireflies above the TED stage.



[https://www.ted.com/talks/
raffaello_d_andrea_meet_the_dazzling_flying_machines_of_the_future](https://www.ted.com/talks/raffaello_d_andrea_meet_the_dazzling_flying_machines_of_the_future)