Signature talk

Fix the System, Not the Pilot

What aviation learned by refusing “human error” as an answer.

- Keynote
- Workshop
- Board session

Your audience stops asking who to blame and starts asking what made the mistake likely. That one change makes the next failure less likely.

Who it is for	Operating businesses where failure is visible and expensive: energy, telecoms, mining, ports, logistics, construction, financial services and regulators.
What people leave with	The difference between what triggered a failure and the conditions already in place. Each needs a different fix.
	Why a serious failure usually comes from 7 to 12 small causes, not one big one.
	What changes in a business when blame stops being the first question.
Formats	Keynote, 45 to 60 minutes
	Workshop, a half day, applied to one of your own incidents
	Board or risk committee session, 90 minutes
	Panel or moderated conversation, as panellist or as chair
Behind the talk	This is the thinking behind FranklySpeaking, the firm I founded, which investigates problems that keep coming back and fixes the cause.

Abstracts to use as written

In 50 words

Aviation stopped accepting “human error” as an explanation. Flying became the safest way to travel. Frank Tsuro shows what changes in a business when the first question after a failure is no longer who to blame, but what made the mistake likely.

In full

For most of the twentieth century, aircraft accident reports ended with the same finding: pilot error. Then the industry decided that human error would be where an investigation starts, never where it ends. Frank Tsuro applies that discipline to business failure. He separates what triggered a failure from the conditions already in place, shows why a serious failure usually rests on 7 to 12 small causes rather than one big one and explains what changes when blame stops being the first question. It is the thinking behind FranklySpeaking, the firm he founded to investigate problems that keep coming back.

If you remove the person, the next one sits in the same seat.

About the speaker

Frank Tsuro is an independent advisor to chief executives, chairs and boards. Big decisions are often made on half the picture. He finds out the other half, in confidence, before it costs them. Since 2013 he has advised more than 230 C-suite and director-level executives and has spoken in more than 15 countries across Africa, Europe, the Middle East and North America. He has served on the international board of a global nonprofit and founded FranklySpeaking and #PeopleMakingHistory.