

# WANTED: **AMBASSADORS**



**Bert Reynvoet works for our cutter division at the office in Aalst. As one of the first persons, he attended a workshop to implement the ITA-principles. In this way, Bert became an ITA-ambassador.**

Being a young guy, Bert considers it very important to fully support the new dynamics of ITA in the company. Not with an admonishing schoolteacher's finger, but by daring to put things into question, making good preparations, communicating efficiently, and if necessary even stop the work for a while. As an ambassador, you live, work and breath ITA. That's how you inspire other colleagues. Where at the beginning some colleagues reacted laconically and with a laugh, they now come to Bert with questions, problems and solutions.

According to Bert, the repair posters for cutter repairs are a nice example of the new way of thinking and working.

Instead of a written manual, all points of interest are now presented very visually and dynamically. As with other ITA-initiatives, safety is not the aim an sich, but a nice result of visualising and controlling the risks.

Are you, just like Bert, a keen leader who wants to inspire your colleagues to apply Imagine-Think-Act? Then please sign up for the next ITA Ambassador workshop ([ita@jandenul.com](mailto:ita@jandenul.com)). Because the greater the number of ambassadors, the more contact persons, the more our ITA approach can be spread.