



Semeniuk Barbara



At Purcell Enterprises, I rely on word-of-mouth to acquire new clients because I stand by the adage that you are only as good as your last job and reputations take a lifetime to build but moments to destroy. I provide the best information and recommendations to my clients on how to improve their health and safety programs based on my 23 years of experience in both the public and private sectors. Having seen over 1,000 Health and Safety programs, I know what makes a good one and what needs to be done to become world-class at preventing losses in both human terms and equipment. A friend once told me that if I stayed in business for six years, word-of-mouth marketing would mean that I would always be employed and she was right. Word-of-mouth advertising is the most powerful marketing you can have.

Currently, I am incorporating lean manufacturing concepts into my health and safety model because I believe that you cannot control market share but you can prevent losses by effective health and safety programs and concurrently, prevent waste as well. By controlling waste and losses, I increase the profit of the company by not touching market share at all – a bigger slice of pie to use to improve the company's operating efficiencies and/or health and safety programs. A well-managed company is an efficient company and has minimal downtime due to losses, and less waste in terms of product and operating efficiencies.

Health and Safety programs are simply good business and accidents are variations in a company's operating cycle that can be reduced by applying Six Sigma Principles and Deming's Plan-Do-Check-Act cycle. I am excited about the concepts of lean manufacturing, Six Sigma and Health and Safety Programs. I believe they are a natural fit. As well, by streamlining my company, I provide better customer service than other health and safety companies so that my clients will come back to me.

I have published two books: a Womanition book, which has inspiring articles from fellow Womanition clients (including me!) and my own book, "Everything You Wanted to know About Health and Safety but Felt too at Risk to Ask." It is a basic primer on health and safety for both beginning and experienced health and safety practitioners, with information ranging from incentives to how dinosaurs became extinct. I used a great deal of humour in the book because safety can be dry! My book is not! You can download it from my website or purchase it from my company in hardcopy. At Purcell Enterprises, our motto is, "Safety matters....because you matter."



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