

## ULTRA ACCESS Proactive vs Reactive

... and why proactiveness is ALWAYS the best approach

There are usually 2 types of approaches when dealing with a situation (or a potential one) occurring.

**Proactive** and **Reactive**.

So what are they and what's the difference between them?

**Proactive** is to foresee / plan for any issues and put controls in place BEFORE that mitigate said issues from happening.

**Reactive** is to have to deal with the issues AFTER they have already happened.

ULTRA ACCESS has and will always recommend the PROactive approach.

Why?

There are a number of key reasons, with the most stand out ones being;

- It shows prior knowledge of dealing with the situations that are (or are potentially) going to happen, which in turn makes one appear more experienced and safety-conscious.
- It saves money, as trying to fix an issue that's already happened could become very expensive and depending on the severity of the issue, it could have a negative reputational impact on your business or your career.
- It could save lives and damage to property, which in itself is a good reason, without the others and there are others...



We already (mostly) do things proactively without even thinking about it, for instance; typing in your destination into a SatNav in your car before setting off on your journey, or putting on Safety Glasses before using equipment that could chip off and strike you in the eye, etc.

To be proactive is to be cautious, thoughtful and shows experience in dealing with situations. To be reactive shows a lack of concern, care or knowledge of the obstacles we are likely to face.

The saying "*hindsight is a wonderful thing*"... is one based in reactivity. And it's often one said with connotations of regret. Dealing with a situation reactively also implies a feeling of regret.

In short: save yourself lots of potential hassle by trying to be **PROACTIVE** as often as you can.