



Background information

Brad White's journey into health and safety consultancy was born out of his experience in the forestry industry. Growing up in a practical world with limited exposure to health and safety, Brad saw the need for it while working in forestry and became motivated to make a difference. What began as consulting evolved into his own business, Health and Safety Tailored For You Limited. Brad develops tailored safety systems and mentors clients based on their specific needs, focusing on people as the solution rather than merely compliance.

Business growth and development

Initially, Brad offered basic compliance-based safety services, but his approach has since evolved. He now focuses on larger organisations, implementing Human Organisational Performance (HOP) principles that shift the focus from compliance to empowering people as the key to safety. Brad's deep connection to the forestry industry has provided a strong foundation, and he is looking to expand his expertise into machinery risk in the future. While the shift to HOP has been gradual, Brad continues to learn from leaders in the field and implement these ideas in his work.

Challenges and solutions

One of the biggest challenges Brad has faced is overcoming the traditional mindset of safety as mere compliance. Transitioning to a people-first approach requires a paradigm shift in leadership and an understanding that human error is normal. By helping businesses see the real-world adaptations their workers make, Brad is driving operational improvements that extend beyond safety. This shift has required patience and ongoing learning, but it's paying off as clients begin to trust their people more and see the benefits across their organisations.

Website and online presence

Brad's website has raised the bar in terms of professionalism, setting the tone for his business and reflecting his commitment to transparency. While he remains humble,

Brad acknowledges that the website offers potential clients a “window to the soul” of his business. It complements the work he does in person and reinforces his dedication to delivering high standards in health and safety.

Lessons learned

After eight years in business, Brad has learned that running a company involves much more than just the trade itself. From understanding accounting and budgeting to continually growing in his knowledge of safety, Brad has had to master the broader aspects of business management. He values learning from others, whether it's coding invoices or understanding the impact of safety on the entire operation.

Future plans

Brad is committed to continuous learning within the ever-evolving field of health and safety. He's particularly focused on progressing through the HOP journey and expanding his services to clients who truly value the importance of health and safety. Brad's future plans involve aligning with clients who share his values—those who are genuinely committed to ensuring their people go home happy and safe at the end of the day. For Brad, it's not just about making money; it's about meeting his values, being happy, and choosing the right path for his business.

Hot tips for aspiring business owners

Brad's advice for aspiring business owners? Get solid support structures in place, be 100% committed, and have the passion that drives you forward. He continually challenges himself, remains open to change, and is always exploring new options and growing his knowledge. For Brad, it's this mindset that keeps his business evolving and thriving.

For more information, visit [Health and Safety Tailored For You Limited](#).

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