

Career spotlight: Amy Goldsbrough

In this interview, Amy Goldsbrough shares her career path and advice on successfully managing risk and making an impact at work to inspire those up and coming in their careers.



How did you get into health, safety, risk management as a career?

My original career goal was to become a music therapist but spending 3 years on a Music degree put me off pretty quickly. I knew my key skills were around organisation and communication so I started a Masters in Project Management, and completed a NEBOSH Certificate in the same year. I started doing some part time admin work for a safety consultancy, and eventually got my own contract with a telecoms company which

Name:
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Position:
EMEA Workplace
Safety Lead
Organisation:
Cushman &
Wakefield
Industry/ Sector:
Global real estate
services

lasted 5 years. I realised I was interested in health and safety and the variety it provided as a career. I started my NEBOSH Diploma during this time, moved roles, and gained Chartered Member status with the Institute for Occupational Safety and Health.

Working at Unite Students provided incredible variety in my role with such a wide range of properties, and working with students, contractors and employees. I learned so much while I worked there, and I'm eternally grateful for that. I now work at Cushman & Wakefield which is a global real estate services firm as a Workplace Safety Lead across the EMEA Region.

BRIEF BIO/ KEY CAREER MILESTONES:

Amy Goldsbrough is EMEA Workplace Safety Lead at Cushman & Wakefield. She's worked across a variety of industries starting her career in Telecommunications, moving to contractor management within Aviation, Student Accommodation and Real Estate Services. She supports incredible facilities teams across the EMEA region in keeping employees, clients, and visitors safe in a variety of locations. Amy prides herself in being a values led professional.

Amy was born and bred in Manchester with a passion for creativity both in work and at home. Like most health and safety professionals, Amy "fell" into safety and since then, she has continually developed her skills to better serve the people she works with and become the person she is today.

A fun fact about Amy is that her degree is actually in Music. She still plays a little piano and saxophone today.

What Qualifications do you have, which have proved most valuable and what advice would you give those starting out or considering a career in risk management?

My qualifications include:

Bachelor of Arts (Hons) in Music
NEBOSH General Certificate in Occupational
Safety and Health
Master of Science in Project Management
NEBOSH Diploma in Occupational Safety and
Health
Chartered Safety Practitioner (CMIOSH)

The above qualifications have proved beneficial in their own rights at different points in my career. Although I chose the NEBOSH route, there are other options that I would definitely recommend exploring as we don't all learn in the same ways - find the right route for you. I personally had to work full time while achieving my qualifications combining part time admin work in the early days with waiting tables in cafe.

When you've landed a role, you should have access to develop further by attending certain courses to continually develop. When choosing these courses I would recommend looking further ahead and not just at the here and now. Where do you want to be in 5 years? What course would be most beneficial when you move into another role?

What are the benefits of joining professional organisations such as the International Institute of Risk and Safety Management (IIRSM)?

For me personally, joining a professional organisation at a young age has helped to boost my profile and provide additional opportunities that wouldn't have previously been available.

The networking opportunities are incredible as well, I've been able to find supportive and vital critical friends in the industry.

What advice would you give to build a strong professional network and how important is this for someone starting out on their health, safety and risk management career?

Keep every door open. Everyone you meet, connect on LinkedIn, listen to their experiences and learn from them. Try and soak up as much information and knowledge as you can. Attend networking events, conferences, and keep in touch with classmates from courses. You can never

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have too many connections. Along the way you'll find certain people that you just click with, they can be the most important critical friends that you can rely on during your career. Build relationships with them, and create that trust so you can feedback honestly to each other.

What does a typical week look like for you?

I look after Europe, the Middle East, and Africa on a client contract with Cushman & Wakefield. As I'm quite new to this role I'm still finding my feet, but I'm getting there slowly and giving myself the time and space to learn as much as I can. I'm starting to dive into fire risk assessment actions, ISO audits, training, site inductions and better ways of working safely.

In my previous role, I shared the North of England with a colleague so I'd plan a couple of visits to properties in a week, catching up with Operations Managers, Area Managers, Estates and Technical Managers.

What is your approach to leadership and what advice would you give to those starting out on their career to develop their leadership skills?

My leadership approach is values led. I believe that if you get your values laid out, and abide by them in your daily life that the rest will follow. My own values start with relationships and communication - I build these first to ensure the teams feel like they know me and can trust me. From there I've

found I get the best out of people, their most productive, honest, authentic selves. There's not much more to ask for after that.

My advice for those starting out is to read everything. Articles, books, listen to audiobooks, podcasts, anything and everything and decide for yourself. Decide what kind of leader you want to be, one day you'll find a book or two that resonate with you on such a level that you'll just know that's the kind of leader you want to be. All the other books, you'll take one or two nuggets from them and forget the rest. But it's all valuable, even if that's just to find out what kind of leader you don't want to be!

What is the biggest career challenge you have faced, how did you approach the challenge, what was the outcome and would you approach it differently with hindsight?

Learning the risk appetite of a company has been quite the challenge for me. Our role is to help people work safer, and sometimes that can be incredibly overwhelming and it can be difficult to know where to start. One person told me you can't do it all, you have to start somewhere, so sit down and find your top 5 risks. Start there and then keep moving. This really helped me prioritise and stay focussed, and it's enabled me to have a more structured approach.



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My proudest achievement in my career so far is knowing I've made an impact in the North West at Unite Students. I can see a difference in the way the teams approach situations, we have a great relationship where they know they can ask me anything, and I can ask for their assistance whenever I need it. I get all sorts of questions and that's how I know I've succeeded.



How do you manage client/stakeholder expectations whilst encouraging commitment to continuous improvement in risk management?

I like to have a clear plan of where we're going, and the wider benefits to keep stakeholders engaged. Getting people home safely is the aim, but there's so much more to it, and in reality, stakeholders want the bigger picture. For example, I might look at how a certain change in safety might make things more efficient, or mention how much time would be saved in the long run by completing this now. In a way, it's like selling a product. We need buy in, engagement and commitment, and in my experience, the best way to get this is to give the wider context. In addition to this being personable and approachable really helps as this ensures stakeholders feel comfortable enough to ask any and all questions they may have. Having that strong relationship can help encourage continuous commitment to improvement.

What is your proudest achievement so far?

My proudest achievement in my career so far is knowing that I made an impact at Unite Students, particularly in the North West. I saw such a difference in the way teams approached situations, and we had incredible relationships that enabled them to ask me anything and I could ask them for assistance whenever I needed it. The teams asked all sorts of questions, often asking about particular hazards and how they could make the situation safer. For any safety professional this is a key moment, knowing you can move on and you feel confident that the teams will continue your hard work. Knowing a team is operating safely, proactively, and communicating at every step of the way is the dream!

What/ who inspires you and why?

The new wave of safety professionals inspire me. Creating that pathway for non traditional safety practitioners has helped me so much in

my career. I've been accepted for bringing my whole self to work, and allowed to manage safety in my own way, a way that works for me and the people I work with. Having that option and freedom to stray from the traditional path has been liberating, and has been absolutely key to my success.

What are your most important tips for someone starting out on their health, safety, risk management career?

Read everything, listen to everything, and communicate constantly. You don't need to know everything, but you should never stop learning.

Speak to anyone and everyone. It was so important to me to find my critical friends at work, and now they're a large part of my life. I found them by speaking up, being brave and asking for help.

What are your career aspirations now?

When I first wrote this, I said I was ready to progress into a group-style role working on wider strategy work, and how I'd love to be in a global safety role learning about safety across the world. Well... I did it! At Cushman & Wakefield I cover Europe, Middle East and Africa on a client contract and I love it. I'm learning so much everyday about safety across the world. I'm so new in the role that I haven't thought much about next steps,



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but I suppose progressing into a more senior position would be great and line managing people - I've not done this before, and it's something I'd love to do. Creating and leading a team is my next step.

About IIRSM's Emerging Risk Leaders Network

The IIRSM Emerging Risk Leader Network (ERLN) is a working group of ambitious professionals who are proactively looking to get ahead in their careers or support others to do so. The purpose of the Network is to:

- Support its members in developing their influence and profile within their place of work and the wider risk community.
- Empower members to build career success by learning from and supporting others from different industries, risk disciplines and geographical locations to cross-pollinate ideas, knowledge, best practice and lessons learned.
- Facilitate opportunities to showcase member capabilities through delivering informative and novel ideas and solutions through different channels.
- Promote the importance of developing risk and leadership skills early on in careers.

To find out more and for sponsorship opportunities, visit:

www.iirsm.org/iirsm-emerging-risk-leaders-network