

A QUESTION OF TRUST

Paul Mason, Managing Director of training experts Redline Assured Security, examines why partnership working is essential for effective protection and security



At Redline Assured Security our mission is to deliver the highest standard of security, whether that be through training, consultancy, or quality assurance.

“**TRUST IS EARNED AND BEING ABLE TO DEMONSTRATE WHY YOU SHOULD BE LISTENED TO IS ESSENTIAL.**”

Trusted partnerships form the bedrock for the provision of the most effective and necessary security solutions for our clients and lie at the heart of our approach to delivering not only what clients want but going above and beyond to provide what they need now and in the future.

Trust and reputation are essential to any partnership, especially within the security sector. At Redline, we have spent over 16 years building a reputation as a trustworthy organisation and are proud of our status as an International Civil Aviation Organisation (ICAO) Aviation Security Training Centre (ASTC).

The role of trust is obvious, but it is important to wholly define the phrase “trusted security partner” to understand why the distinction is so important.

A security partnership is a considerably more developed relationship than is typical between a service provider and client.

This relationship goes both ways and rather than simply providing the security services requested and calling it a day, a solid partnership is founded on an equal footing where education and ongoing advice provides added value

and therefore significantly increases the effectiveness of security services provided. Trust is earned and being able to demonstrate why you should be listened to is essential.

In essence, a trusted security partner is a provider that exceeds a client's expectations, providing not only a high standard of security services but an education.

A trusted partner ensures services rendered are both appropriate and effective, even if this means challenging the norms that seemingly appear on the face of it to work in the day to day "unchallenged" environment.

What a client wants

When a potential client describes the security services needed the beginnings of a relationship are formed. Of course, these needs can and indeed should be met.

However, during this process an effective security provider, whilst taking on board the concerns and requests of a client, must not treat this as a box checking exercise. What a client wants and what they need are not always the same. A review of their current security programme and goals is a key first step for any comprehensive security partner to do a job well.

A complete understanding of a client and their needs means asking questions, not just accepting a request for services. What exactly are the security provisions needed for? What are the threats? What are the potential targets? What effect is desired? Do the security provisions suit the client's needs? Will they work well with existing measures it challenged? What about futureproofing against emerging threats?



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These are but a few of the necessary questions that demonstrate a trusted partner that has a vested interest in providing a 'ground truth' capability picture and actual working solutions rather than taking a cookie-cutter approach.

Advice and education

Once security needs have been properly assessed advice and education can then be provided. This can take many forms and is subjective to the specific scenario at hand. Genuine advice and education, however, must serve the client's best interest above all else.

What this means is an honest assessment of the risk, does a national sporting event require x-ray and CT bag scanning or will a handheld metal detector search suffice?

Part of being a trusted security partner is giving advice that serves the client; a costly large-scale operation might be what is asked for and may present a significantly larger pay rate, but if it is inappropriate for the client's actual needs then a scaled back solution should be presented.

This advice comes back to the core definition of a trusted partner; if the trust and two-way working relationship are there, then honest advice can be shared.

Education is also a significant part of being a trusted security partner, it is vital organisations are taught how to identify potential flaws in their own security systems.

A metaphor I often employ when educating clients is the idea of Swiss cheese. Yes, really. Demystifying and removing industry jargon is a powerful tool when educating those outside the security sector.



For example, when explaining the potential for gaps in a client's security eco-system particularly one with multiple layers of stringent processes, a mental image of several layers of Swiss cheese is an effective educational tool. Imagine a piece of this cheese, it has several holes across it, however, when stacked with several more slices these holes are blocked.

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This is a great way to visualise and explain the purpose and value of a multi-layered approach to security. Any potential holes, or even unnecessary layers of protection, can then be examined with a client to ensure appropriately layered protection is in place.

This can entail the offer of additional services, whether they be staffing, training, etc, or can

result in the removal of costly inefficiencies. Certain additional security layers may not be needed in all situations.

Outcomes

The result of this considered approach to security service is a significant working relationship as a trusted partner. At Redline Assured Security we aim to be the international benchmark for consultancy, training solutions, quality assurance and associated security management systems. This is only possible by working as a partner to the industry as a whole and to individual clients to advise, educate and advocate specific security needs. In the modern age security threats and risks are constantly evolving, if you were looking for security services or consultancy what would you want?

A supplier and box checker or an equal partner with your best interests at heart? A trusted security partnership is crucial to ensure the best protection possible, a bespoke solution that is efficient and effective.

Find out more about Redline Assured Security and its services at www.trustedline.co.uk

About Paul Mason

Paul Mason is Managing Director for Redline Assured Security, part of the services division for Air Partner, a Wheels Up company. With over 25 years of aviation experience, Paul was at the helm of Redline from its inception in 2006 to acquisition by Air Partner in 2019.

Redline Assured Security offers a range of industry leading government standard security solutions, spanning all aspects of safety and security, training, consultancy, quality assurance and innovative software products. With over 15 years' experience, the organisation is trusted across the globe, providing training, consulting, managed services, and technology solutions for security critical environments.

Redline Assured Security is one of 35 ICAO (International Civil Aviation Organization) recognized Aviation Security Centres worldwide; delivering training at their state-of-the-art facilities at the National Safety & Security Academy (NSSA) in Doncaster.