

Randall Goodden International

# ASSURING PRODUCT SAFETY & PREVENTING PRODUCT LIABILITY LAWSUITS

TEACHING THE MANAGEMENT TEAM ALL THE AREAS THAT CAN LEAD TO PRODUCT LIABILITY LAWSUITS, DESIGN REVIEWS & PRODUCT SAFETY REVIEWS, THE STANDARDS FOR WARNINGS & INSTRUCTIONS, CONTRACTUAL PROTECTIONS, DANGEROUS DOCUMENTS, SUPPLIER CONTROL, RECALL READINESS, CREATING THE ADMINISTRATION TEAM & UNDERSTANDING LITIGATION

The Ultimate In-House Training  
Program for Manufacturers



# A Seminar Like No Other

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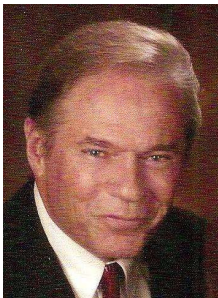
Every year the number of product recalls continues to climb, with over 80,000 product liability lawsuits filed each year against manufacturing corporations of all sizes throughout the United States. The costs of these recalls and product liability lawsuits can bankrupt a company or have a long term crippling affect on a corporation's profitability, as well as in their insurance premiums. This is why all of the top insurance companies not only support and promote this seminar, but send their own Product Liability & Risk Management Consultants to them for their own training.

You will learn the best procedures for developing and launching new products, as well as how to recognize day-to-day activities such as defects in design, marketing, or the lack of supplier control that could someday lead to a product liability lawsuit. The procedures and efforts that need to be in place in order to reduce the chances of a product recall or a product liability lawsuit, and how to substantially increase your chances of winning a product liability lawsuit in the event you were wrongly accused. The management processes taught at this seminar will lead to significant improvements in operating efficiencies and profitability, and significantly reduce the chances of a product recall or liability lawsuit.

***Thousands of manufacturing executives worldwide have attended this seminar!***

## About the Instructor Randall Goodden

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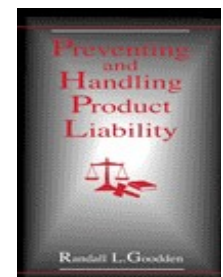
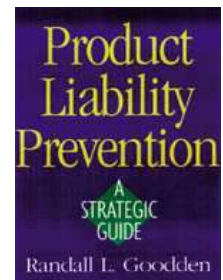
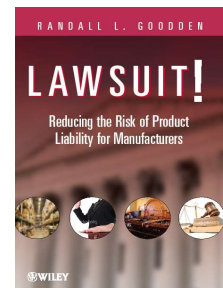


**Randall L. Goodden** is known around the world as a leader in the field of Product Safety & Product Liability Prevention. He has been a Keynote Speaker at major Manufacturing, Legal, & Quality Conferences since the middle '80s. He spent more than 25 years in manufacturing as the Corporate VP of Quality & Product Reliability, New Product Development, Litigation Management, and the Interim President for a large multi-plant international corporation.

He is the author of the 3 best-selling books on product liability prevention, the latest being "**Lawsuit! Reducing the Risk of Product Liability for Manufacturers**", all of which have sold thousands of copies around the world and have even become required text books at a number of **universities**.

Thousands of manufacturing executives around the world have attended his seminars for the past 20 years throughout the United States, Europe, UK, China, Thailand, Malaysia, Australia, and India. He is routinely brought in the CEOs of medium sized, and the largest international corporations to teach this seminar to their entire management team, does webcasts for the leading insurance companies, and is continuously a Keynote Speaker at numerous international conferences including the 4<sup>th</sup> Biennial U.S./ China Summit at the State Department in Washington.

Randall Goodden is the President and Founder of the IPSLP – International Product Safety & Liability Prevention Association with members in over 30 countries, and was the Chairman of ASQ's Product Safety & Liability Prevention Division for 18 years.



# SEMINAR AGENDA

## Day 1

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- 8:30 - 9:00**                    **Introductions**
- 9:00 - 10:00**                **Product Liability – An Overview**
- Recall trends and causes, as well as product liability statistics
  - A review of the largest contributing causes of recalls
  - Product liability case studies and the Legal climate around the world
  - The impact of product liability in corporate financial statements
- 10:00 - 10:15**                **Morning Break**
- 10:15 - 11:00**                **Understanding the Full Realm of Areas Leading to Product Liability**
- The contributing factors that lead to product liability from each department and area of the corporation
- 11:00 - 12:00**                **Understanding the Laws of Product Liability**
- An explanation of all the typical Legal terms involved in product liability lawsuits, and the courts expectations of manufacturers
  - The Statutes of Limitations and Repose – How they work, and don't
  - Corporate Negligence vs Strict Liability
- 12:00 - 1:00**                    **Lunch**
- 1:00 - 2:00**                    **The Design Review Stage and how it Needs to Work to be the Most Effective**
- Who needs to be part of the Review and their specific roles
  - How to incorporate traceability into all the products produced
  - Reliability testing, documented test data, and legal expectations
  - Future issues with Artificial Intelligence
- 2:00 – 3:15**                    **The Best Methods for Identifying Product Hazards and Assuring Safety**
- Who should be handling the Product Safety Review
  - Selecting the members for this specialized team
  - Identifying hazards and risk levels. How it differs from an FMEA or RCA
  - Court expectations and the Safety Hierarchy
  - Product liability case studies and where the manufacturers failed
- 3:15 – 3:30**                    **Afternoon Break**
- 3:30 - 5:00**                    **Adequacy of Warnings and Instructions and the ANSI Standards**
- Legal expectations of Warning Label content
  - The U.S. and International Standards for Warning Label design
  - Using the appropriate signal words and pictorials
  - The expectations for the placement of Warning Labels
  - New U.S. standards for Instructions and all collateral materials
- 5:00**                              **Adjourn**



