



Haul Intelligence — It's Your New Job

Take one slow breath — in for five seconds, hold for five, out for five. Somewhere in that breath, a competitor just gained ground and part of your market, that may never return. That's how fast these horses are hooking up, and "Intelligence" is being hauled thru orgs, kicking and screaming sometimes.

Eighty years ago, Stanley Works faced a choice. Their craft was strong, their reputation solid — but their tools were powered by pedals. Lathers were powered by workers directly. Then electricity arrived. Two founders, both named Stanley but not brothers, decided to take the risk. They hitched up real horses to haul electric generators through the mud across the Midwest. Within months, their world changed — faster, cheaper, better production. For decades, Stanley thrived, until another kind of revolution arrived: Home Depot. A new work model, faster, better, cheaper, replaced the old one. It redefined how people used them.

Today, the same moment is back. Only this time, the current isn't electricity — it's **Intelligence**. That's what this next era of Intelligence will do for safety and operations.



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Every factory, refinery, and office can now plug into something faster, smarter, and cheaper than what most humans can manage alone. It's not another tool. It's another age — one that will reshape operations, maintenance, engineering, safety, and even culture.

Every business is staring at the same paralysis Stanley once did: the hesitation before the first haul, the first horses hook up. Some will wait. Others will hitch up their horses and haul intelligence through every corner of their organization — data, systems, people, culture and decisions included.

The ones who move first, and with a little luck, will position themselves to become the new Home Depots of their industries. The ones who hesitate will, like the Stanleys of old, have to rebuild salvaging their old crafts, expertise and assets.

Even when companies begin hauling intelligence, turnover and doubt can unhook the horses. We've seen it happen — the vision fades, the connection breaks, and the opportunity slips away.

Our job at **RiskAlive.com** is simple: to help you **hook up the horses to intelligence** and keep them moving — hauling “intelligence” across every site, every system, every decision. We start with clarity on risk — the kind that saves lives and money at the same time.

We're not just building tools. We're building the next Home Depot of risk and safety. The question is — will you hitch up your horses and haul with us?

Join the movement. Learn how to haul intelligence.

— *Kenneth George Bingham*
Founder, **RiskAlive.com**