**Abstract**

The lecture/paper argues that organizations who invest intelligently in safety and security will have a competitive advantage over their competitors not doing so, regardless of the macro-economic situation. Establishing and maintaining a competitive advantage is all about excelling. Excellence actually requires an organization to be optimal within seven domains: productivity, efficiency, effectiveness, ergonomics, ecology, quality, and safety & security. The lecture/paper explains in a simple way each of these domains and demonstrates that safety & security is indeed a very important domain reflecting the ability of organizations to adequately deal with economic crisis.