



**Protective**  
Insurance Company



PUBLIC TRANSPORTATION

**CLAIMS**



**SAFETY**

**2014 SEMINAR**





# Importance of Driver Training in Behavior Modification

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# Punishment/Bonuses

- Has no training value
  - If they don't know – they still don't know
- Not all bonuses change behavior
  - Drivers don't drive safely because they don't want to lose a bonus
  - Drivers will slow down, limit idling, etc., for fuel bonus
  - Productivity bonuses open you up to liability for motivating a driver to work past legal hours of service

# Industry Issues

- CSA – stop events before they happen
  - Safety is one of five major FMCSA focus areas
- Plaintiff attorneys – inadequate training
- Increased operating expense
- Driver shortage

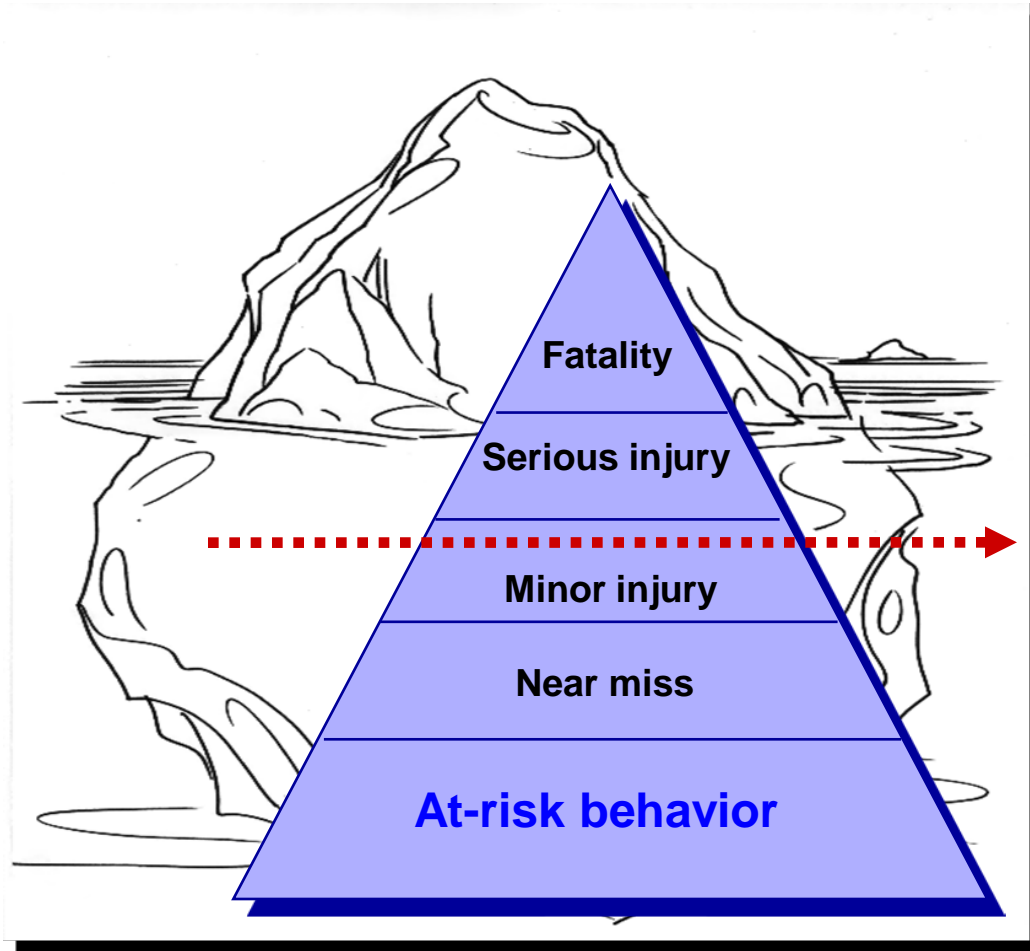
*Punitive damages for negligent hiring often exceed  
\$1,000,000*

# Safety Management Problem Areas

- Unsafe driving behaviors
- HOS violations and fatigue
- Operational factors
- Driver health and wellness
- High-risk drivers (all causes combined)
- Vehicle maintenance

*We've got to pro-actively manage these areas.*

# Focusing on behaviors can reduce accidents/injuries



# Web-Based Training

- Method for changing driver safety behaviors and outcomes
- Combines the principles of:
  - Behavior modification
  - Quality management
  - Organizational development
- Key elements:
  - Continuous improvement process
  - Focuses on changing behavior through education and awareness, ultimately accidents/injuries
  - Available anytime/anywhere

# Web-Based Training Drives...

- Consistency in presentation
- Pro-activeness – initial and ongoing development
- Cost reduction
  - Delivery
  - Management
  - Operating cost and losses
- Corrective action



# Endorsed Program

- Impact/Infinit-I online training program
  - Over 360 driver-related videos
  - Over 100 OSHA videos
  - Over 100 public transportation videos
- Upload custom content
- Available assisted or self-managed
- Negotiated group discount

# Recruiting

- Most hiring decisions
  - Yes/no
    - What if you could offer initial and ongoing training to drivers on edge?
- Improve show rate to orientation
  - Assign web-based orientation

# Retention

- Reduce safety-related turnover
  - 20% is involuntary
- Pro-active training stops events before they happen

# Thank You

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# QUESTIONS?