

# Implementing (an effective) safe driving culture in your workplace



# What I'd like to share with you

- What the key terms are
- 4 steps to creating an effective safe driving culture
- What the cornerstones are in our culture where I work
- What we could do to improve our culture where I work
- The winning lottery numbers, if you have them...



# Start with this thought...

- If you wouldn't let your kid do it, with the same training and experience, why would you let co-worker do it?



# Let's talk terms - Implementing

verb

1. put (a decision, plan, agreement, etc.) into effect:
2. “lets implement a program to give free snacks at this conference“

synonyms: [execute](#) · [apply](#) · put into effect · [put into action](#) ·

- By definition this presentation is about taking ACTION

# Let's talk terms - Effective

adjective

1. adequate to accomplish a purpose; producing the intended or expected result: effective teaching methods; effective steps toward peace.
2. actually in operation or in force; functioning: The law becomes effective at midnight.



# Let's talk terms - Culture

noun

1. Anthropology - the sum total of ways of living built up by a group of human beings and transmitted from one generation to another.
  - What about “subculture”?
- In business, can we define it as generally accepted practices and behavior defined by leadership and practiced by employees?
- Culture includes both desirable and undesirable practices and behavior... but it's what you are willing to accept.

# Equals = Implementing Effective Culture

- Designing, defining, and practicing a DESIRED set of values and beliefs that are accepted and practiced by the vast majority of employees.
  - What does the box look like?
  - Scott Geller term: “Actively Caring”
  - “Doing the right thing when no one is looking”
- Culture is heavily influenced by leadership – by design or default – knowingly or unknowingly





# To start you need the “Table Stakes”

- You have an effective drug and alcohol program
- Your Human Resource practices are effective
- Your leadership walks the same talk
- You are willing to follow the law

Lets stipulate that with you guys...



# And then you can: Educate

- The most important step – you can't "give" someone context, they have to experience it.
- My belief is that if most people are truly educated about the risks of driving, they can't ignore doing the right things – no phone call is worth a son or daughters life.
- If you don't get the education piece right, the rest of it looks like it's just a job hassle or another senseless rule.

# And then you can: Engage

- Everyone needs WIIFM
  - Leadership setting the example
  - Everyone appreciates honest caring
  - INVOLVE people in the discussion
- 
- An organization is a perfect system, you get exactly out of it what you put into it.



# And then you can: Train

- The behavioral aspect is more important in the beginning than the skill aspect.
- The skill aspect is easy to overlook, after all they completed drivers training in high school right?

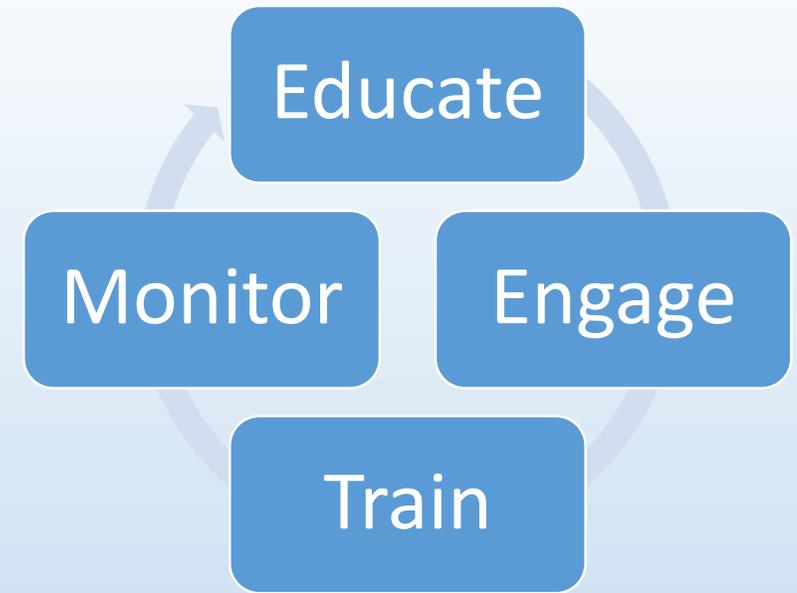


# And then you should: Monitor

- What are you willing to do to ensure that your employees are making the right decisions on the roadway?
  - Unless you have some means of evaluating driver performance, you are just guessing.
- Do you do effective after incident reviews of near misses in addition to the hits?



# How do we?



- Educate?
  - MN Safety Council, National Safety Council = great resources
- Engage?
  - Get your people together, identify leaders, make it a value – not a priority
- Train?
  - DDC, Decision Driving, MN Highway Traffic and Research Center
- Monitor?
  - Driver observations, SAMBA, JJ Keller, Near Miss programs

# What are our cornerstones?

- Try to hire the right people!
- Safety is a value
- Regular education and re-education
- Monitor driving records
- DDC 4 (behavior)
- Advanced Driving School (skill)
- Policy / rules

In total – these help us create an effective safe driving culture.



# What could we do to improve?

- Take the phones out of the hands of the drivers
- Using LEADING indicators for measurement
- Install Telematics on vehicles, and use to coach
- Reduce the training cycle (number of years between retraining)



# In conclusion...

- In safety terms – the frequency is high and the severity is catastrophic when you evaluate the risk associated with driving.
- An effective safe driving culture is one you develop by educating, engaging, training, and monitoring.
- Being part of the solution looks harder than being part of the problem, until someone close to you is hurt or killed.
- Everyone's journey may look a little different and may have its own set of roadblocks – the key is that you are making the journey.

# Thank you!

- On behalf of my family and co-workers, I implore you to start today on your journey of implementing an effective safe driving culture!
- Any questions out there I can try to answer?

