



Five steps to more effective driver training

Techniques to transform attitudes and behaviours for good



Introduction

If an employee is eligible to drive on company business, you already know they have the necessary **skills and knowledge** to do so.

They passed a driving test, built up driving experience and met your organisation's specific hiring requirements. So, if drivers have the skills and knowledge they need, why is your organisation plagued with continued driver safety issues – incidents, collisions, endorsements?

Because it's drivers' risky attitudes and behaviours that are causing the problem. 94% of collisions are caused by driver attitude and behaviour, not a lack of skills. And, if your organisation is only providing skills training, it is unlikely to translate to safer attitudes and behaviours on the road.

Knowledge enables skill.

- How to corner safely
- How to keep a safe following distance
- How to stick to a safe speed
- How to avoid distractions

Attitude **changes** behaviour.

- I've got lots to do today – I'll go a little faster
- The driver in front is going too slow – I'll get a little closer
- I'm late – I need to run this red light
- I really need to contact this person – I'll just make a quick call

Ask yourself

- ☐ Are you currently providing any driver training?
- ☐ Does your training extend beyond skills to include driver attitudes and behaviours?
- ☐ Is your training delivered within the context of an overall safety culture?
- ☐ Does your driver training focus on individual driver needs?
- ☐ Is your training interactive and engaging?

If you answered **No** to any of these questions, read on for five ways to improve the effectiveness of your driver training.



1

Adapt to the modern learner

1. Adapt to the modern learner

Bersin by Deloitte* tells us **the modern learner is overwhelmed, distracted and impatient:**

- Most learners won't watch videos longer than 4 minutes.
- People unlock their smartphones up to 9 times every hour.
- Workers get interrupted as frequently as every 5 minutes.
- Employees have 1% of a typical work week to focus on training and development.
- People are used to the "YouTube effect"—learning how to do anything they want while in their vehicle in five minutes or less, on any device, exactly when and where they want to.

THE SOLUTION

- Introduce micro-training modules – 3-5 minutes in length
- Deliver training via drivers' smartphones and tablets
- Keep it simple – one topic at a time

**Source: Meet the Modern Learner, Todd Tauber, Dani Johnson*

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Incorporate science

2. Incorporate science

The Transtheoretical Model of Change* is an integrative theory of therapy that assesses an individual's readiness to act on a new, healthier behaviour. It provides strategies, or processes of change, to guide the individual. The idea is that change is a PROCESS, during which the individual goes through several stages. This begins with pre-contemplation or "denial," then progresses through contemplation, preparation for change, action, and finally, maintenance.

Think about the approaches used by behaviour-change leaders such as Fitbit, Strava and Weight Watchers (now WW), where personalised data is collected, insights are presented to members, and users are motivated via competition, rewards, badges, and shared social challenges.

THE SOLUTION

- Training that's provided as part of a wider behaviour-change programme that incorporates gamification features to promote peer competition
- A programme that incorporates a scoring system to enable drivers to see the impact that training modules have on their driving performance
- The ability for drivers to view and maintain their own training playlists

*Source: Prochaska & DiClemente, 1983; Prochaska, DiClemente, & Norcross, 1992



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**Provide
targeted training**

3. Provide targeted training

One-size doesn't fit all when it comes to driver training. Every driver has different needs, strengths, weaknesses, attitudes and behaviours. And these can change over time; especially as a result of increased stress in a driver's personal life or extra pressures at work.

If a driver's on-road performance drops below a certain standard (this might be identified by driver scoring/telematics insights), it may be necessary to supplement standard training with a high-risk response plan such as assignment to a telematics risk reduction programme, behind-the-wheel coaching, frequent one-on-ones with managers, and a higher frequency of training modules.

THE SOLUTION

- Use personalised behaviour-based telematics to identify problem areas
- Provide ongoing core training to all drivers plus targeted training to specifically address identified behaviours and skill gaps
- Deliver targeted training close in time to when an issue occurs

A photograph of a person's hands holding a smartphone, with a green overlay. The person is wearing a dark jacket and a smartwatch. The background is blurred.

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**Keep it
relevant**

4. Keep it relevant

If drivers don't think that training is relevant to them they are less likely to take it in. Likewise, if the training doesn't capture and hold their attention, they're unlikely to retain the information.

Providing training in an eLearning format that is relevant to a driver's role, encourages interaction, can be taken at their convenience and speaks to them in their language is the ideal way of encouraging engagement and retention of information.

THE SOLUTION

- Incorporate "live video" training and interactive features to help drivers practice making "real life" decisions
- Enable drivers to maintain their own playlist of training assignments and take them at their own convenience
- Provide a range of language options to ensure drivers fully understand the learning content



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Transform the culture

5. Transform the culture

Driver training that is delivered outside the context of a wider organisational safety culture is unlikely to have a lasting effect on driver safety. What is likely to have a lasting effect is ongoing safety messaging to maintain or guide safer driving behaviours, manage expectations and change “at-risk” habits.

The absolute game-changer is when drivers hear regularly, formally and informally, that their safety is taken very seriously and getting them home to their loved ones at the end of each day is a strategic imperative.

THE SOLUTION

- Driver training that comprises part of a continuous cycle of improvement to remind drivers of the ongoing attention needed to maintain proper attitudes and behaviours
- A strong safety culture that is maintained through policies, pledges, knowledge checks and both formal and informal employee communication
- The ability for drivers to see how their on-road performance compares to that of their peers, teams and the wider organisation, along with incentives and rewards for performance improvement

Let's recap.

**1.
Adapt to the
modern learner**

**2.
Incorporate science**

**3.
Provide targeted
training**

**4.
Keep it relevant**

**5.
Transform the culture**

By adopting these five steps you can ensure that your training helps drivers not only have the skills and knowledge they need to operate their vehicle safely but that they also have the necessary attitudes and behaviours to help them stay safe on the road in the long-term.

About eDriving

eDrivingSM helps organisations to reduce collisions, injuries, licence endorsements and total cost of fleet ownership through a patented driver risk management programme.

Mentor by eDrivingSM is a smartphone-based solution that collects and analyses driver behaviours most predictive of crash risk and helps remediate risky behaviour by providing engaging, interactive micro-training modules delivered directly to the driver in the smartphone app. As part of a broader risk management platform, Virtual Risk Manager[®], eDriving provides organisations with everything they need to establish safety as a strategic imperative, and support drivers and managers as they strive to create a crash-free culture[®].

eDriving also provides engaging eLearning including One More Second[®], an innovative 2-hour, interactive defensive driving training course focused on driver attitudes and behaviours, targeted for new, experienced, and/or high-risk drivers and available in 12 languages.

eDriving is the driver risk management partner of choice for many of the world's largest organisations, supporting over 1,000,000 drivers in 96 countries. Over the past 25 years, eDriving's research-validated programmes have been recognised with over 75 awards around the world.