

# Changing driver behaviour through recognition programmes



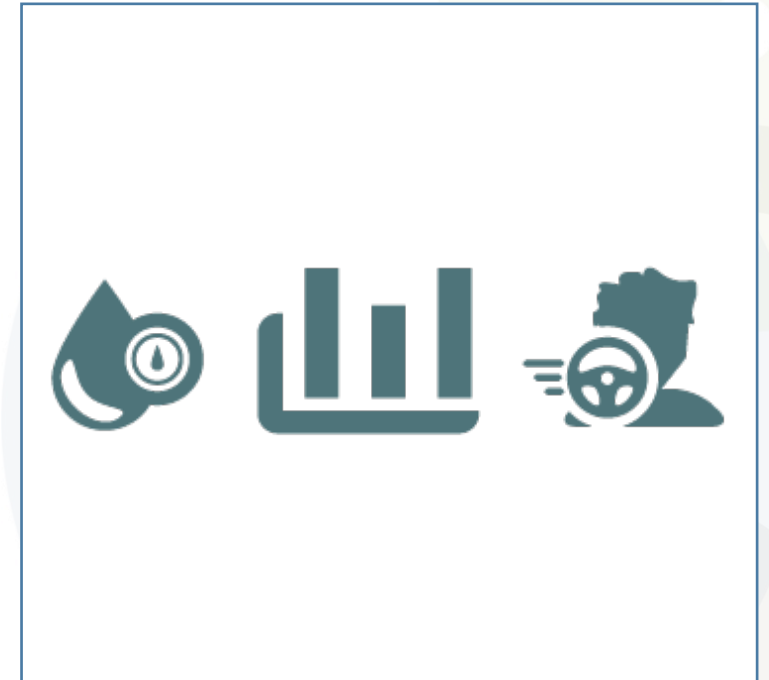
# Driver Recognition



**Recognise the role of a driver**



**Emphasise safe driving behaviour**



**Use data to recognise good drivers**

# Qualifying Rounds

Qualifying Rounds are used to engage drivers within your country office in the Driver Recognition Programme and to encourage an understanding and support of the core objectives behind the programme.





## Cross-Sector Collaboration



*World Vision*

Our vision for  
**every child,**  
life in all its fullness;

Our prayer for  
**every heart,**  
**the will to make it so**

## Why do we do this:

- Organizational reasons
  - Growing safety awareness in the Industry
  - One of the drivers behind our driver training program
  - Building block for reduce fleet operating costs
  
- Real reasons
  - Enhance the job value of a driver
  - Create a valuable asset to any business
  - **Focus on behavior changes**

## How and the Impact:

- Internal recognition – Country – Region - Global
- Job recognition & career path
- Part of planning teams (Recruitment, HEA, procurement)
- SLT training program
- ToT recognition – cross country involvement in other trainings
- Demonstrate recognition through
  - Certification and hand-overs
  - Continues training
  - Badges
  - Job enhancements



# World Vision : Professional Drivers



## *RMA and a safer driving mind-set*

Headquartered in Thailand, in a country notorious for its high road accident rate.

By the nature of the business, RMA Group distributes vehicles to countries with similarly high incidences of traffic casualties.

As a company we feel obligated to promote safer driving.

It's a gradual process:

- get drivers to recognize their shortcomings,
- learn the correct way,
- apply these learnings to everyday life.

The basic principles of safer driving are often underlying but they just need to be dialled up.

# *Situational awareness*

One area of focus is situational awareness.

How we manage and measure up our surroundings determines our chances of survival in adverse situations.

How do we read the environment around us.

What do we do with the information.

How do we react to it.

What may seem common sense does not necessarily come naturally to everyone.

Because no two people are alike.

## *A state of mind*

In what state is a driver when he or she gets into a car.

Are they angry, stressed, preoccupied on the one hand or tired, worn out, maybe coming down with a cold on the other.

Drivers need to embark on a process of journey management.

This begins with drivers taking a long hard look at themselves.

A driver's physical and mental well being is just as important as the mechanical soundness of the car which they are steering.

## *Sneak preview of DRP driving activities*

On June 30<sup>th</sup> we will take the drivers through a day packed with useful learning experiences.

Technical kick off with an interactive training session on driving skills, safety procedures and safe vehicle operation.

Drivers then embark on a pre journey 360 vehicle inspection.

This will be on Ford Rangers, vehicles they are less likely to be familiar with.

We move from there to practical sessions.

- identifying vehicle parts,

- changing a flat tyre,

- jump starting a drained battery

- water wading on a test track.

## *Sneak preview of DRP driving activities*

Each driver is individually monitored by RMA's trainers.

Points are awarded for positive actions and deducted for omissions or mistakes.

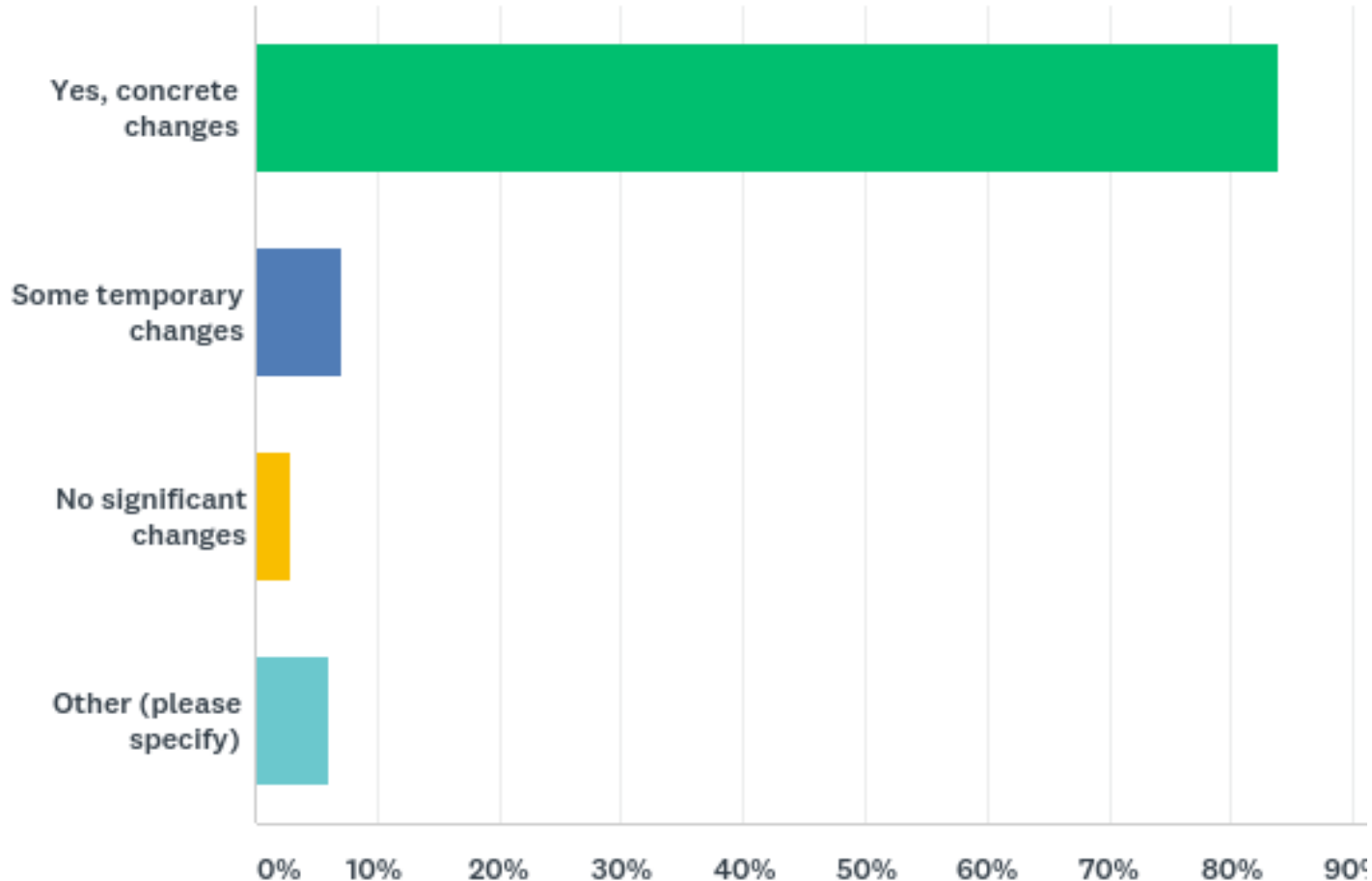
In the afternoon, driving challenges will be held at an unused airfield.

Here we explore vehicle safety and modern driving aids.

Stopping distances at different speeds,  
applying maximum braking force with ABS system at work,  
ISO standard lane change and slalom test at various speeds.

# Change in Behaviour

More than 80% of drivers felt they have made concrete, long-term changes in their driving behaviour, and now drive more safely since completing the programme.



**“The programme is motivating and inspires us drivers to become more disciplined.”**

**“It has really helped my driving in a safe and secure approach while on and off duty thus making my job to be easy.”**

**“I thank all of you for this great program to prepare us as drivers.”**

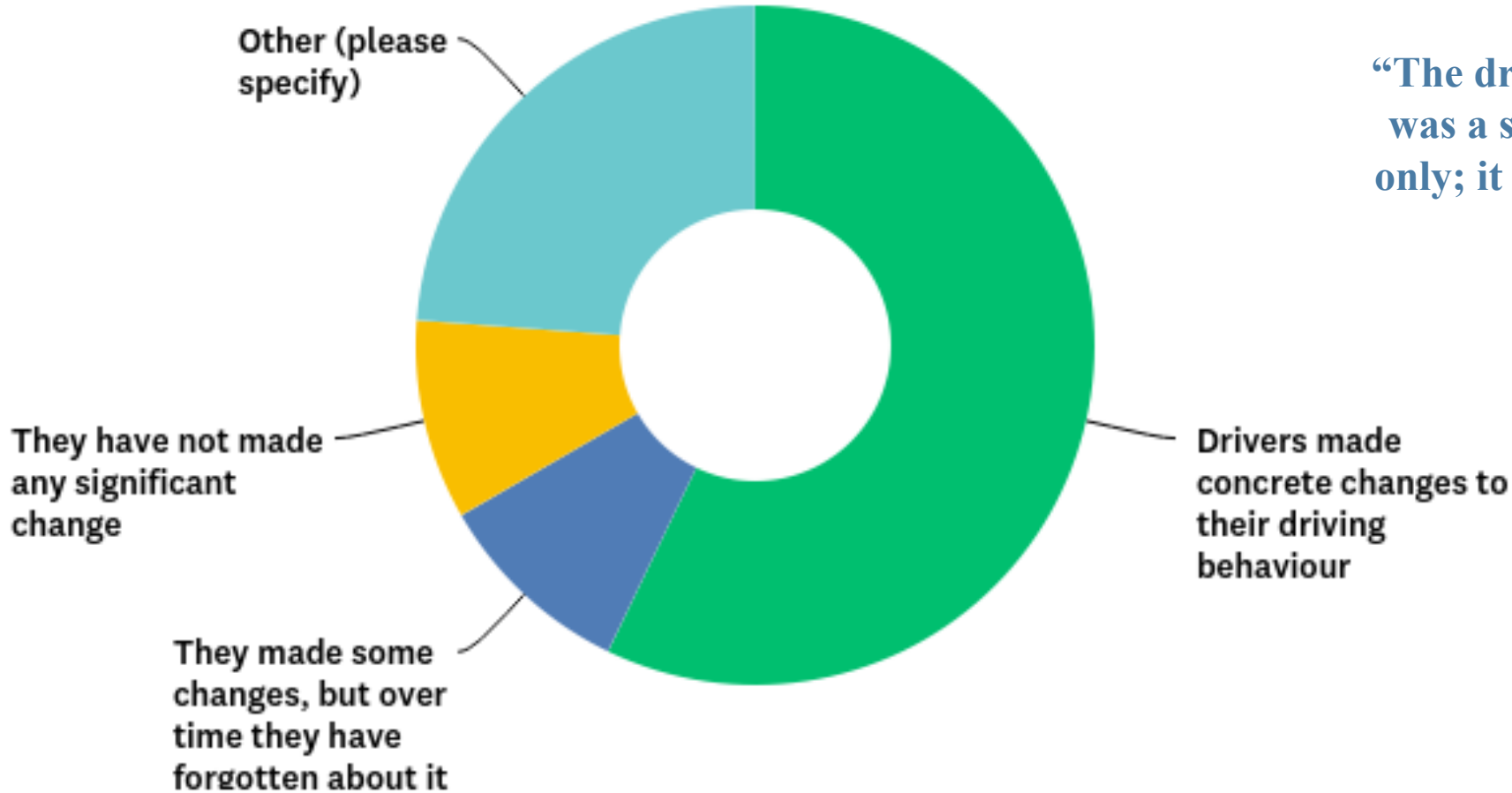
## What is the Impact of the Programme?





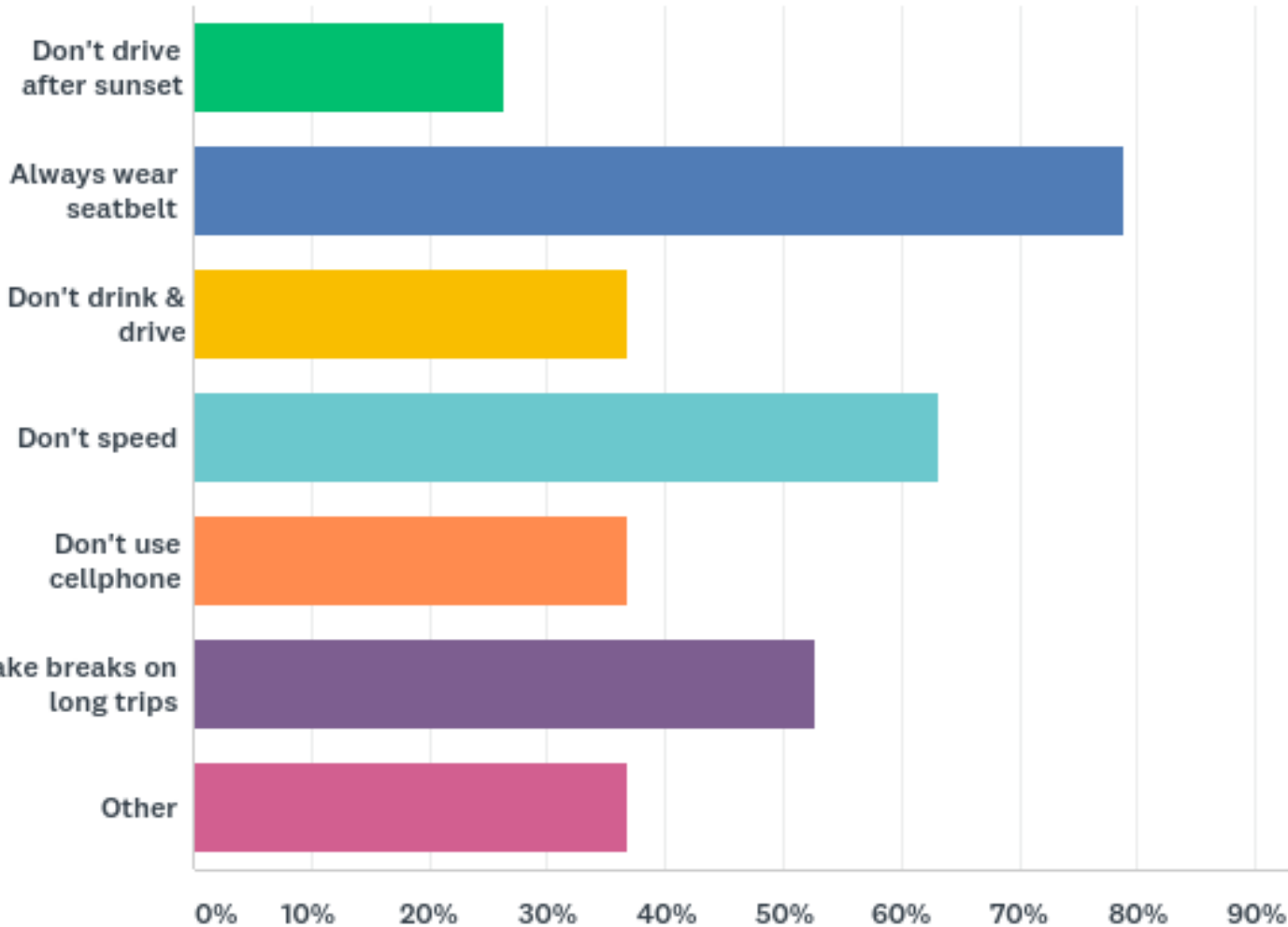
# Change in Behaviour

57% of managers agree that drivers have made concrete changes and now drive safer.



**“The drivers were very excited that there was a special activity dedicated to them only; it was critical in further motivating them.”**

Managers observed safety-related changes from drivers:



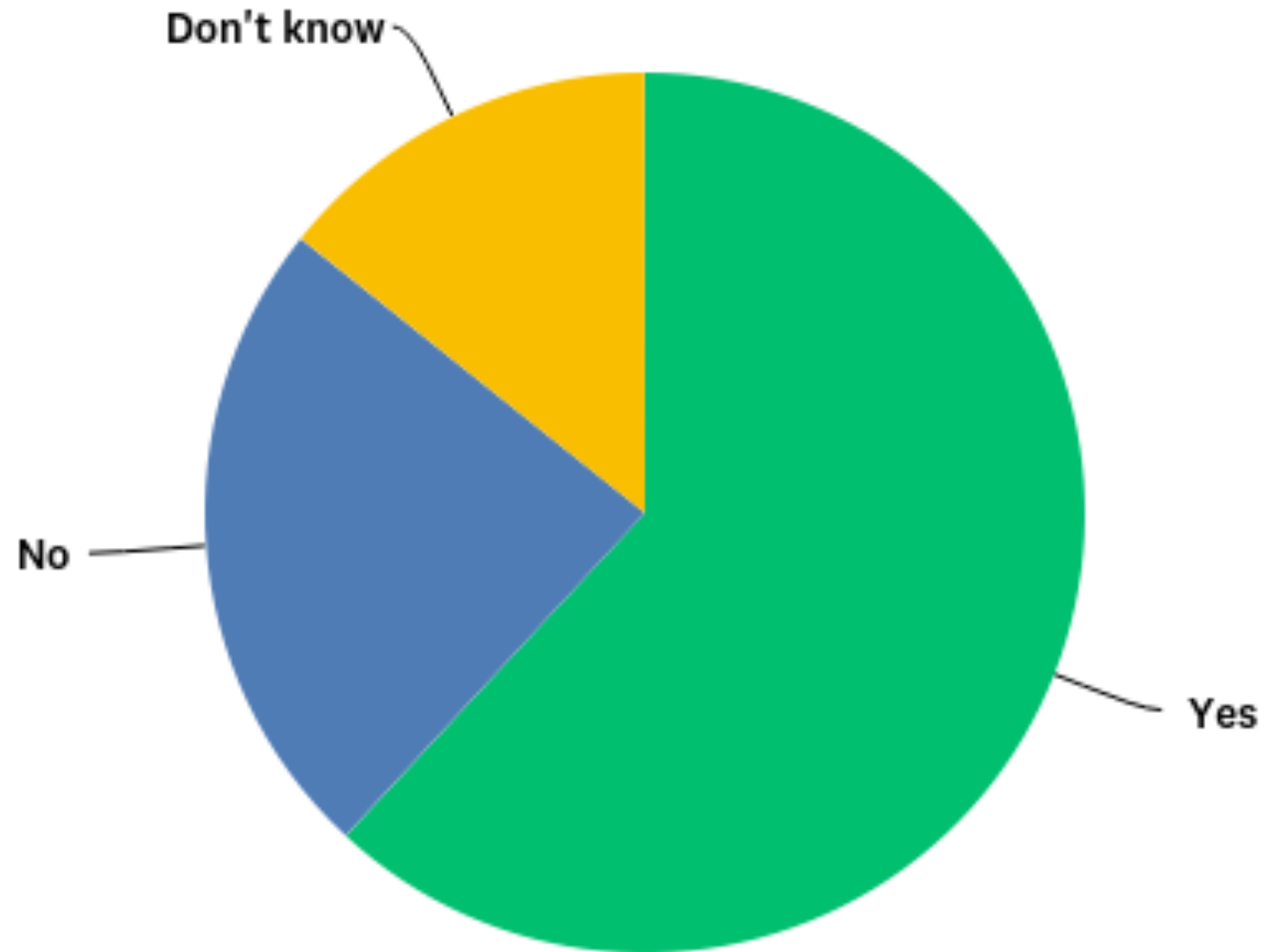
**“The programme has motivated drivers; and also the organization has learned from your experience and plans to recognize internally the drivers based on their performance.”**

# Road Safe Behaviour



62% of managers observed a decrease in road traffic accidents.

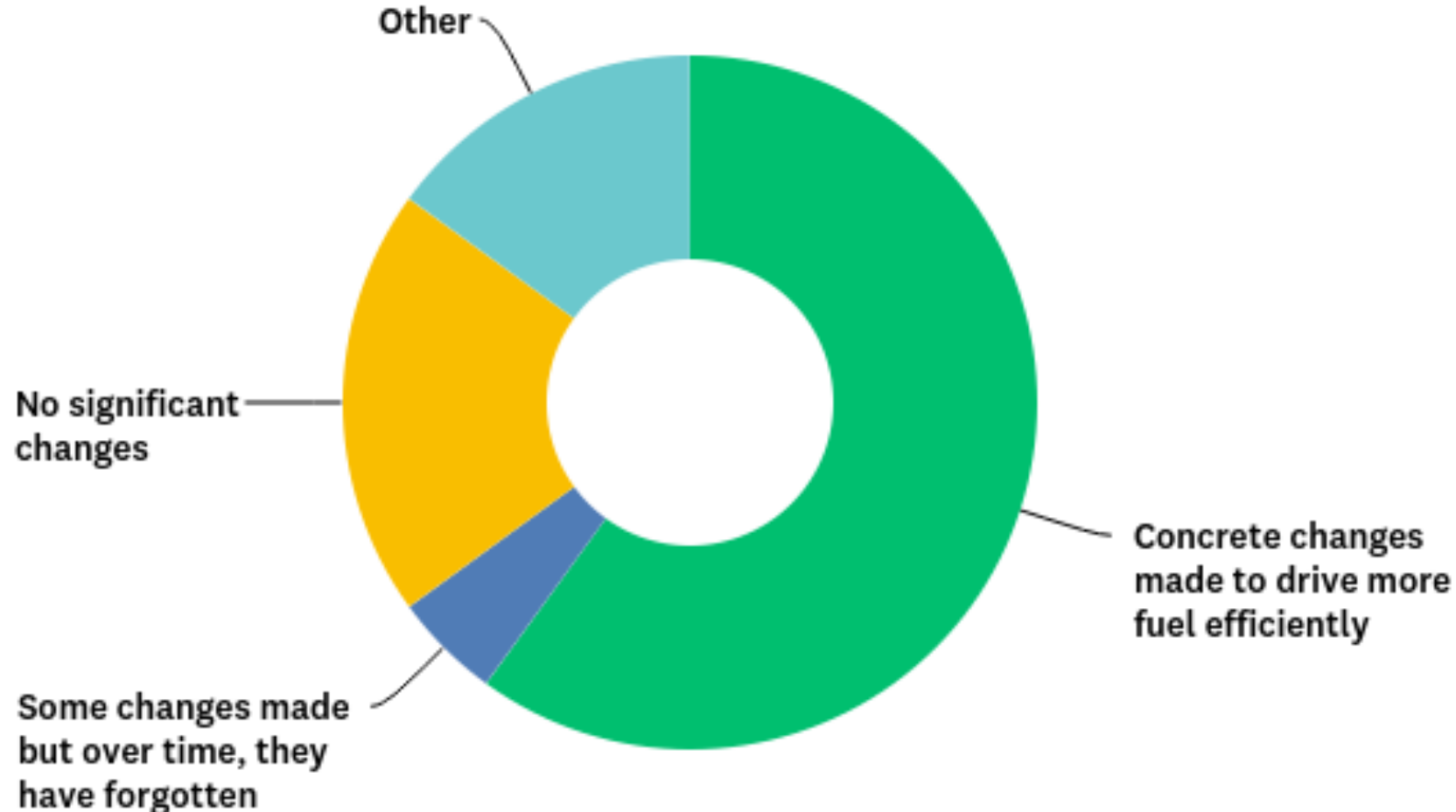
**“Our organization has improved conversations and information sharing among driver teams for safety, and we have developed individual driver safety and skills test analysis.”**



# Fuel Efficient Driving

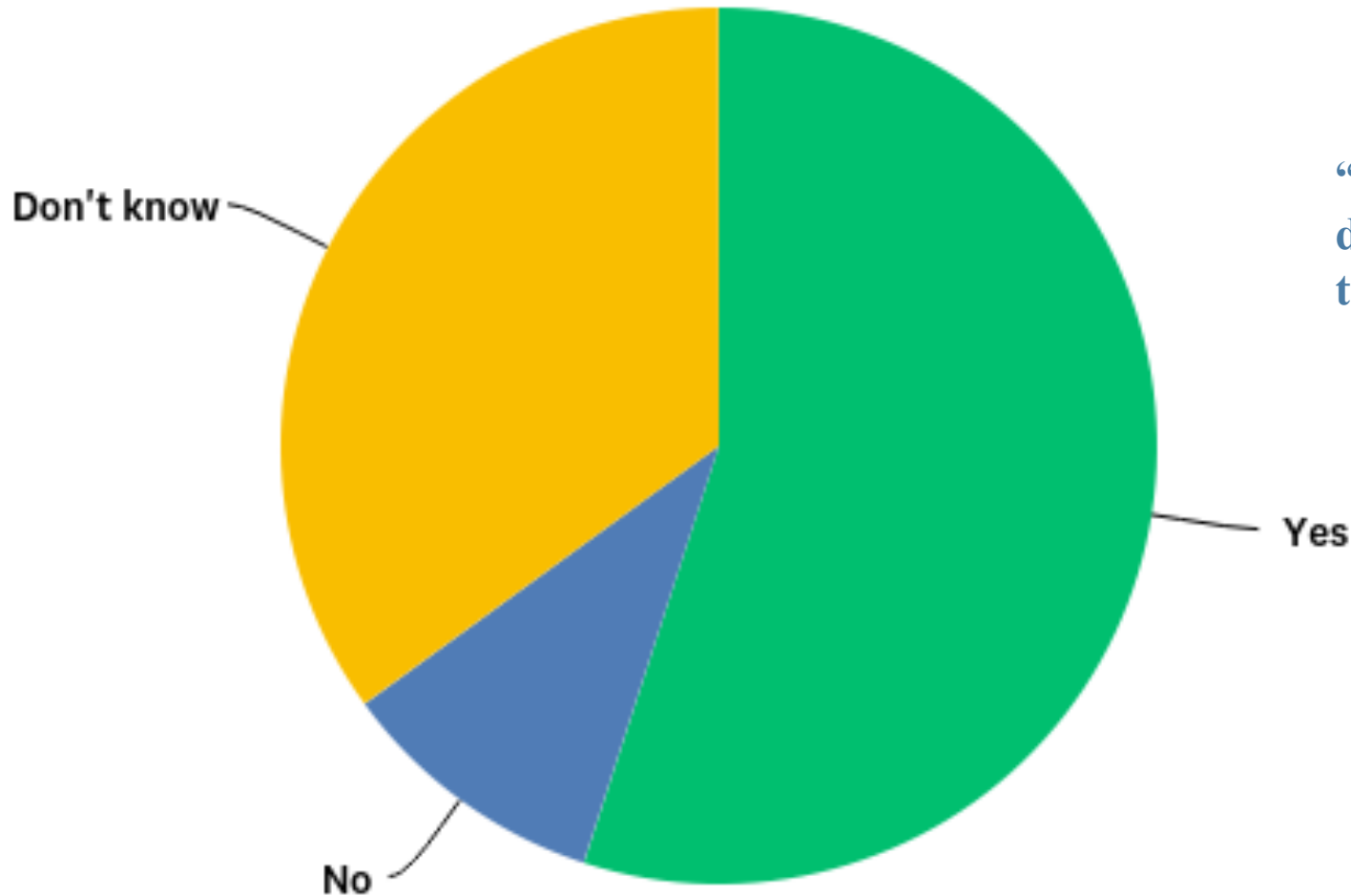
58% of drivers felt they have made concrete, longterm changes to drive more fuel efficiently since completing the programme; 60% of managers agree.

**“Overall, this programme has become a capacity building tool for our drivers.”**



# Fuel Efficient Driving

55% of managers said they observed lowered fuel consumption once the drivers completed the programme.

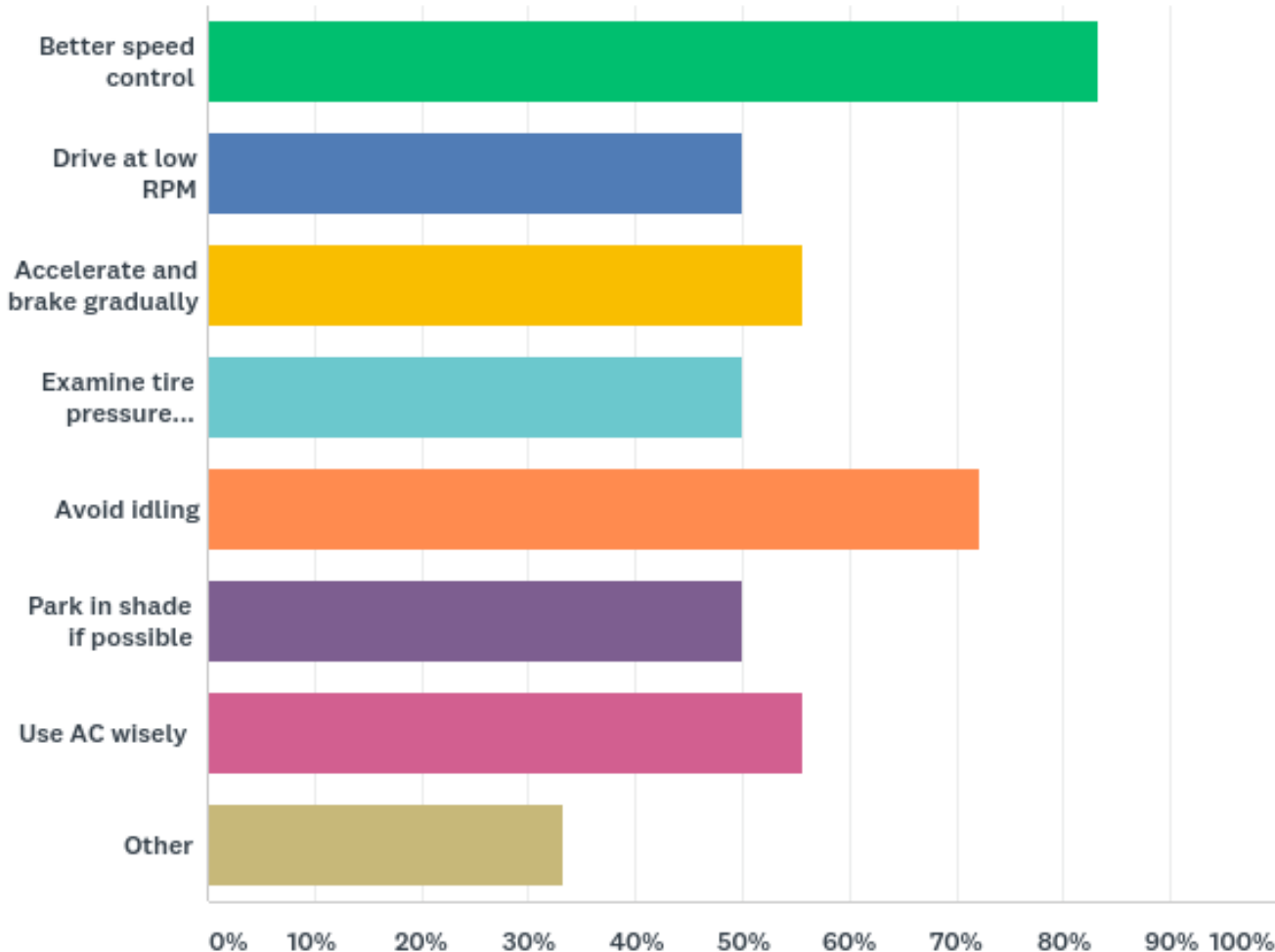


**“We now register and record drivers’ fuel economy, then share the results with all the drivers.”**

**“Our organization has included fuel efficiency in driver performance evaluation.”**

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# Recognising Drivers



## Drivers:

**“Senior management are happy because they realise a reduction in maintenance cost because I use a good speed.”**

**“I was awarded a certificate of recognition during the staff retreat.”**

**“At the end of the year, the senior management wrote me about using the vehicle well.”**

## Managers:

**“We have given them a platform to highlight driving issues during staff meeting (instead of the supervisor speaking on their behalf).”**

**“We have empowered them not be coerced to keep driving when they are tired.”**

**“The best driver in the country was awarded with the commemorative plaque by head of office during an all staff meeting.”**

## Key Takeaways

- ◉ Both drivers and managers recognize the importance of the programme and the benefits from it.
- ◉ Appreciation of the important role of drivers and safe driving increases in organisations that participate.
- ◉ Drivers are eager to receive more online training to improve their capacity.
- ◉ Drivers are sensitive to how the other staff view them; a little appreciation goes a long way.
- ◉ Managers are seeing the importance of using fleet management systems to track data such as fuel efficiency, driving speed and other driver behaviour.



- ◉ Drivers have complained of groups of drivers working together to do the online test, and the unfair or unclear selection process.
- ◉ There is a definite demand by drivers for refresher courses and advanced training in related subjects.
- ◉ Better communication should be provided to the drivers regarding the selection process within the programme; it seems the informational documents are not shared with the drivers.

Brainstorming Time!



## Questions

1. How can the benefits of the programme be felt by all participating drivers?
2. What does a good (internal) driver recognition and reward programme look like?
3. What can be done to address the training needs of the drivers?