IT'S ALL ABOUT SAFETY.

REDUCE RISK - MINIMIZE LIABILITY - IMPROVE THE SAFETY OF YOUR FLEET

July 18-20, 2016

Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL

Fleet Safety Conference

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DRIVING DYNAMICS

ART LIGGIO

PRESIDENT

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E-Z COACHING TECHNIQUES FOR NON-SAFETY PROFESSIONALS

Leadership SAFETY COACHING

Direct Supervisor Driver Safety Coaching

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HOLMAN'S ANNIVERSARY P44 ELEMENT'S 2015 ROUNDTABLE P52

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TOP 100 TRUCK FLEETS

GREEN FLEET SUPPLEMENT

automotive FLEET®

THE CAR AND TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

COMPREHENSIVE SPECIAL REPORT: GLOBAL FLEET MARKET CONDITIONS BY REGION

BIG DATA

SAFETY
HARD BRAKING
ROUTING
FUEL SAVINGS
RISK MANAGEMENT
DRIVER INVOLVEMENT
ACTIONABLE DATA
SPEEDING
MAINTENANCE REPORTS
DRIVING BEHAVIORS
VEHICLE DATA
FLEET MANAGEMENT
ANALYTICS
REAL TIME COACHING
BUSINESS GOALS
LOCATION
HARD ACCELERATION
GAMIFICATION
DRIVER FEEDBACK

2015 FLEET CAR AND TRUCK OF THE YEAR

FORD FUSION

RAM 1500

TRENDS IN MEDIUM-DUTY TRUCK OPERATION COSTS

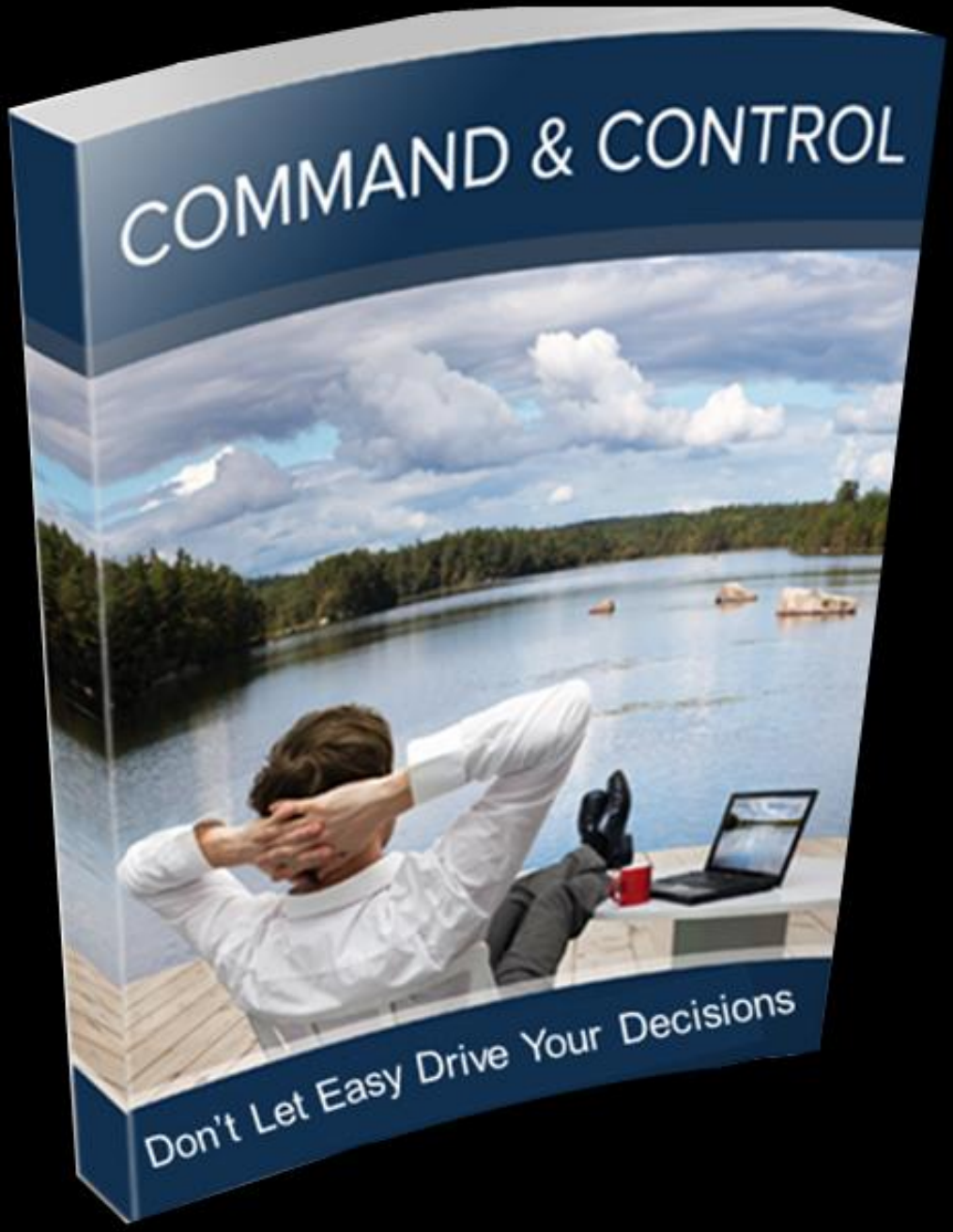
HOW TO EVALUATE EXISTING SUPPLIER CONTRACTS

THE DROWSY DRIVING EPIDEMIC

Growing Access To Driver Data

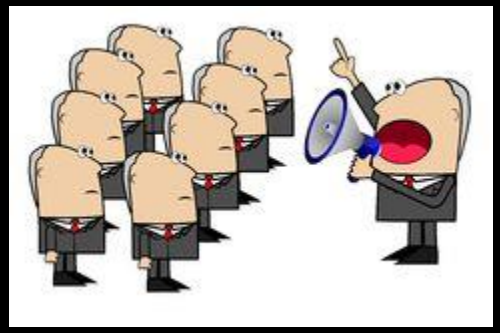
MVRs, Telematics, Crash Data, "How's My Driving", Videos, Electronic Logs and so much more.

FleetSafety
Road safety is no accident


COMMAND & CONTROL
Don't Let Easy Drive Your Decisions

Potential Issue

Command & Control

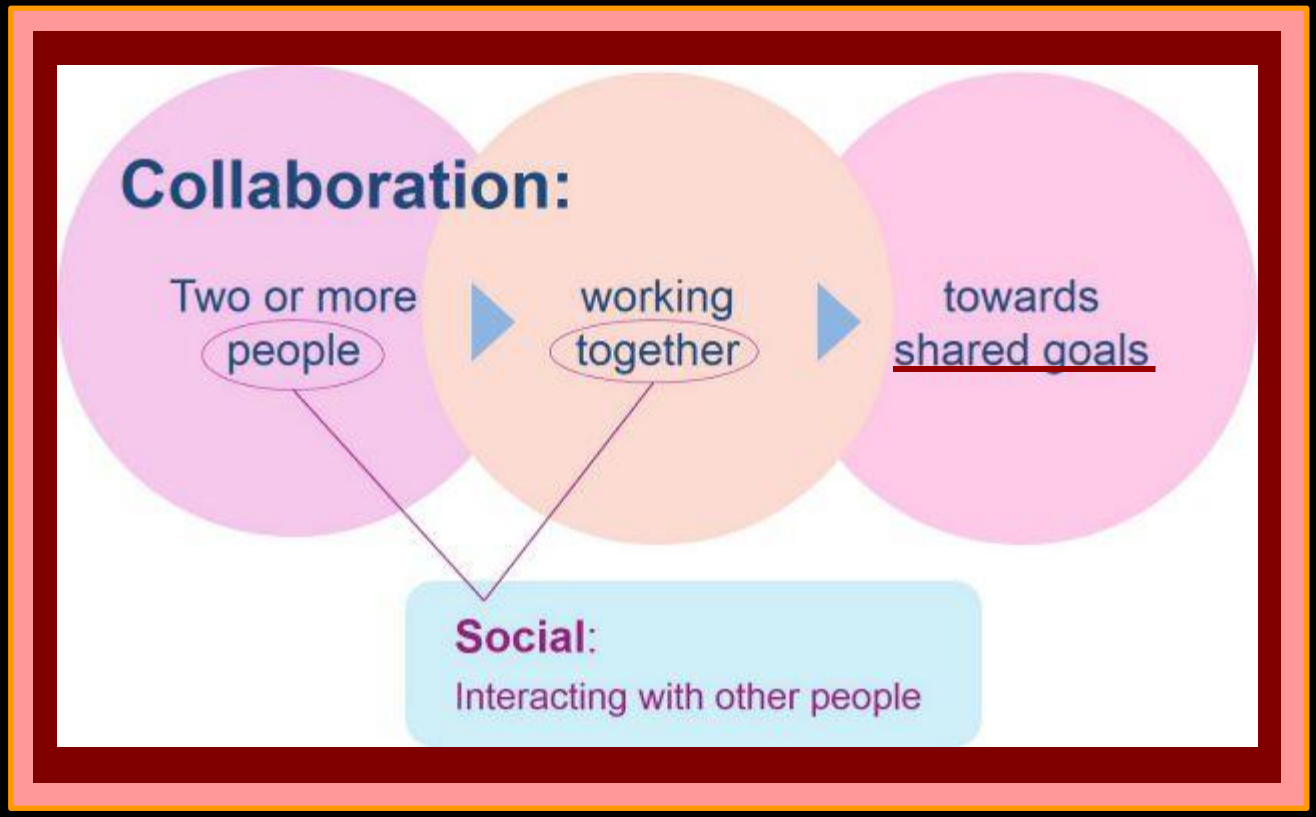


- **Views the Driver as the Problem to be Controlled Rather than the Solution to be Used.**
- **When Safety Procedures Seek to Control Drivers, They Tend to Peak When They Achieve a Level of Grudging Compliance.**

Unintentional Consequence?

Successful Organizations Do Not Rely Solely On Data Driven, Policy Enforcement

They Also Have A Winning People-Centric Culture



Consider What's Important

People who solve their problems typically act on the basis of

EMOTION … NOT REASON

Consider What's Important

People who solve their problems typically act on the basis of

EMOTION … NOT REASON

BOTTOM LINE: WHAT'S IMPORTANT?

THEIR PRIORITIES … NOT YOURS!

LOGIC

Data Centric

People Centric

EMOTION

Up Close & Personal

Personalize Driver Data

How to

Safety Partner Coaching

(coaching techniques for non-safety professionals)

LOGIC

EMOTION

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The Coaching process

The Coaching process
DIAGNOSIS
Listen With Empathy
Build Self-Esteem
Seek Involvement
Communicate WIIFM

Coaching System for Non-Safety Professionals

SIMPLE TO USE

- By personalizing the business intelligence obtained from various sources of driver risk data, this coaching method can breakdown the barriers of **COMMUNICATION** between a supervisor and team member on vital safety issues which are directly putting the driver at risk.

- Building on the fleet safety policy action plan, this coaching method encourages and helps drivers reach their own conclusion, the "***AH-HA***" moment, to make positive, discernible changes in their safe driving performance.

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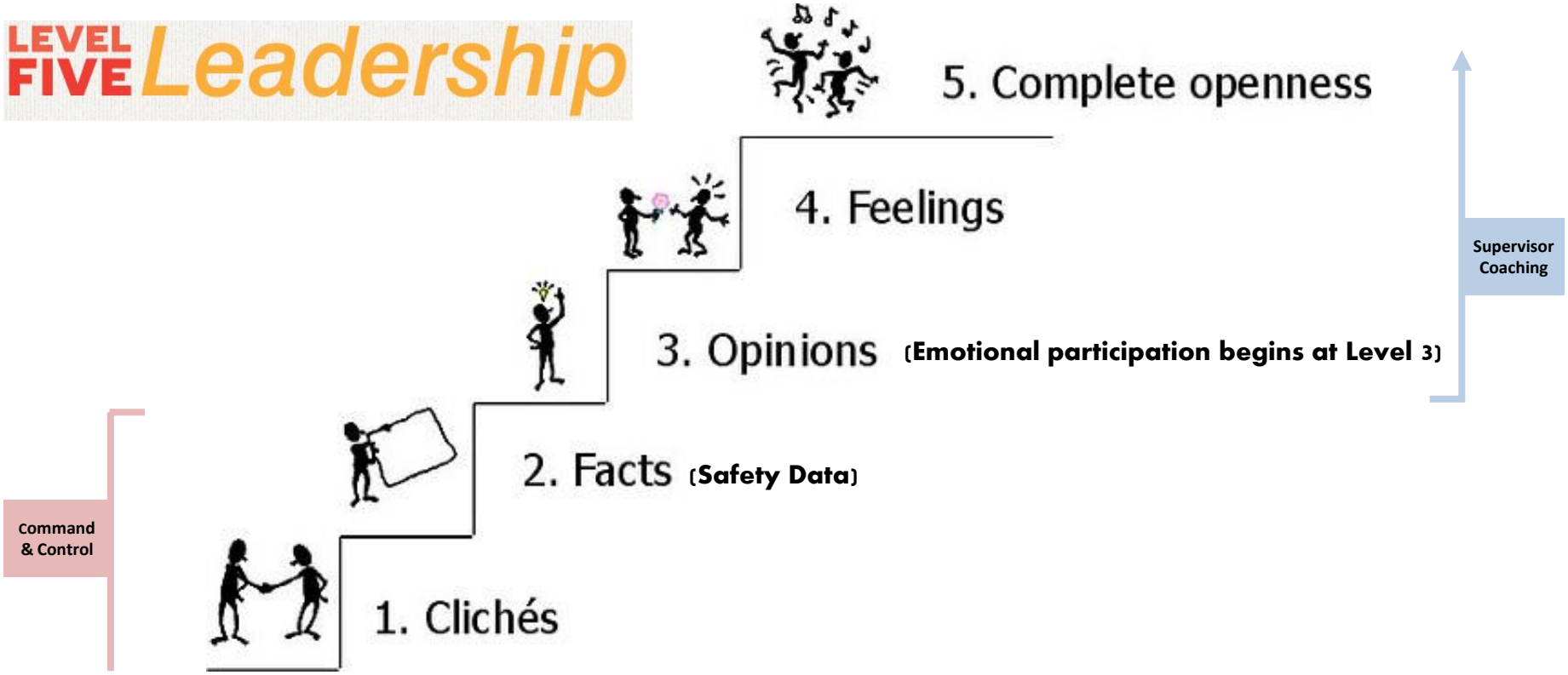
The 5 Levels of Communication

LEVEL FIVE Leadership



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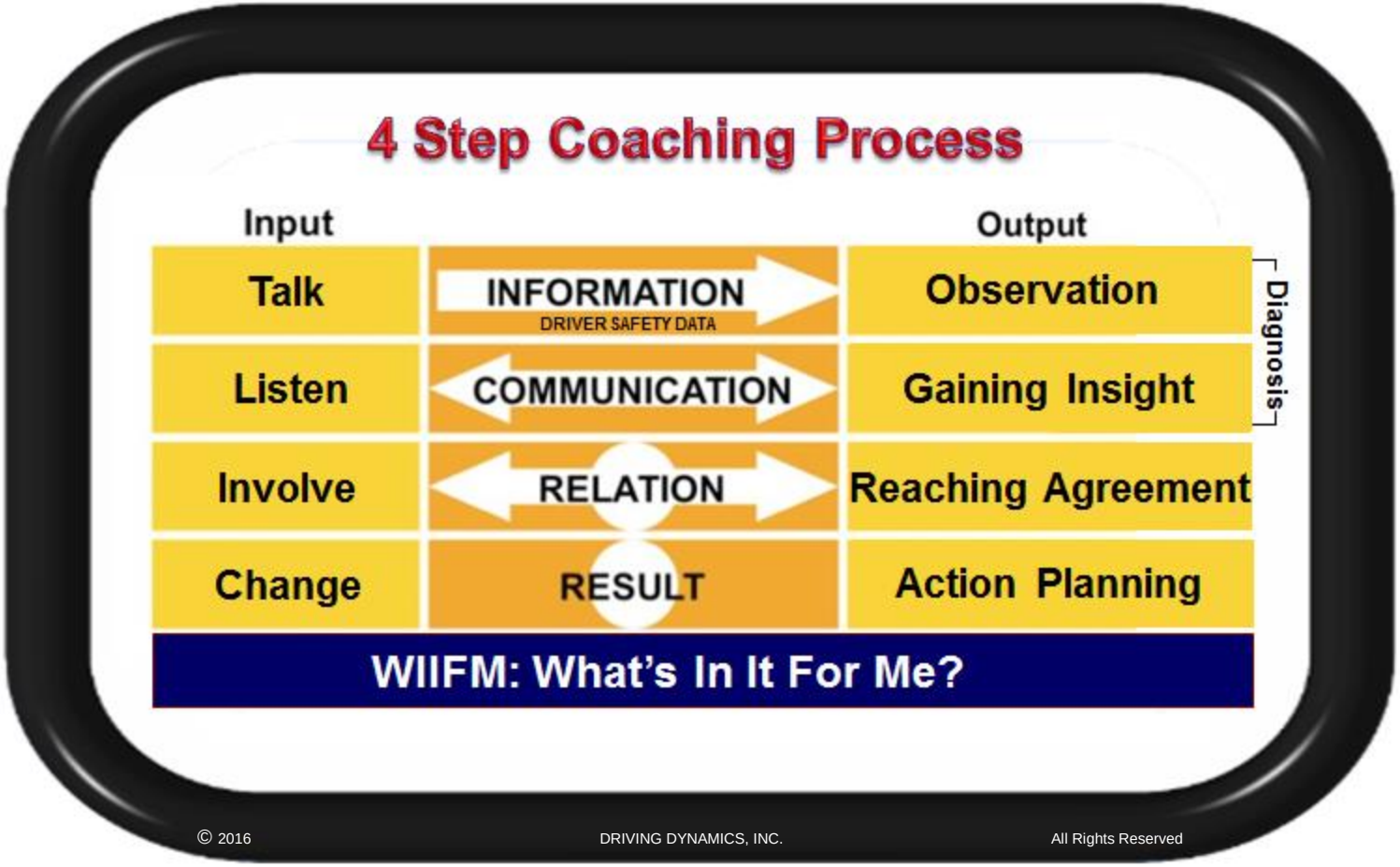
The Coaching process



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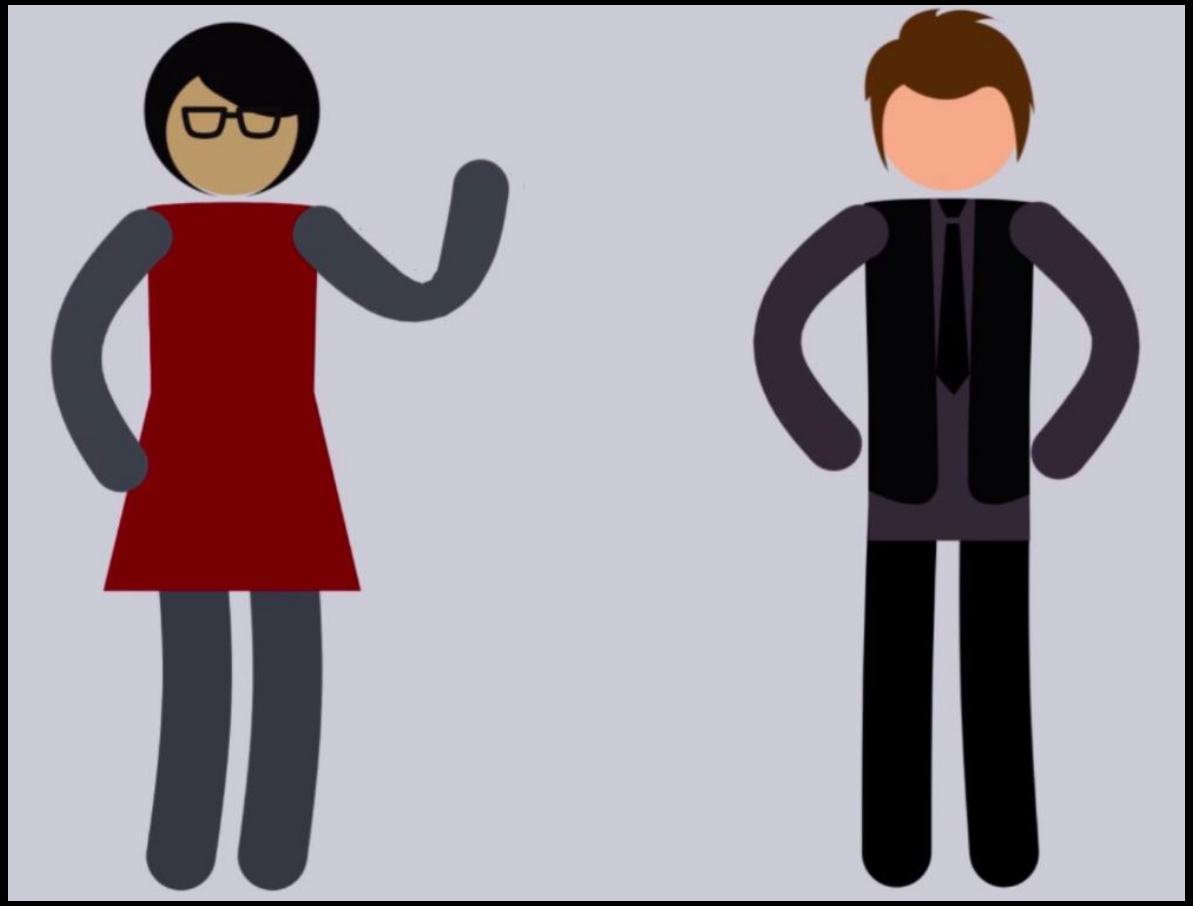
Meet Carmen and Brian



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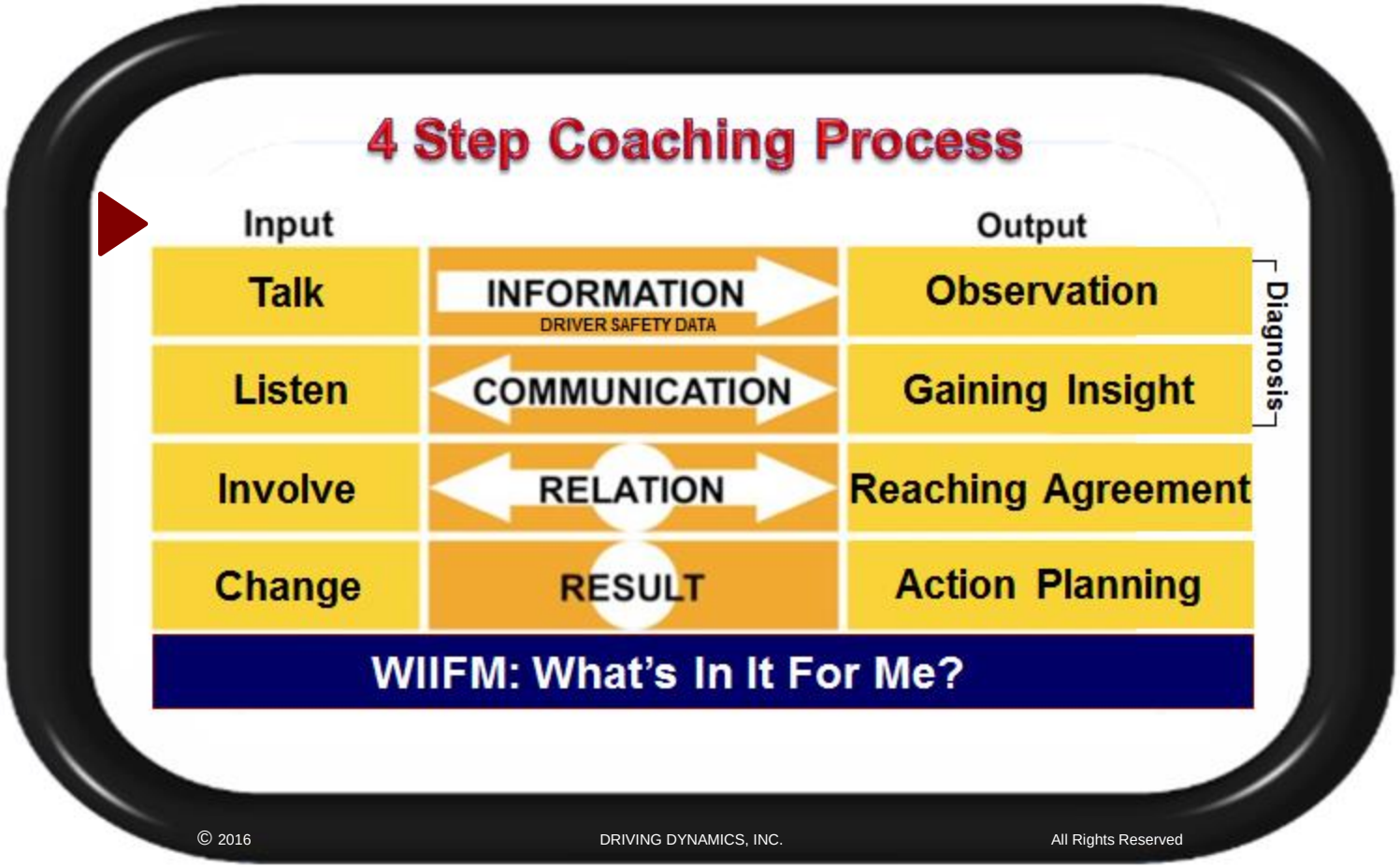
The Coaching process



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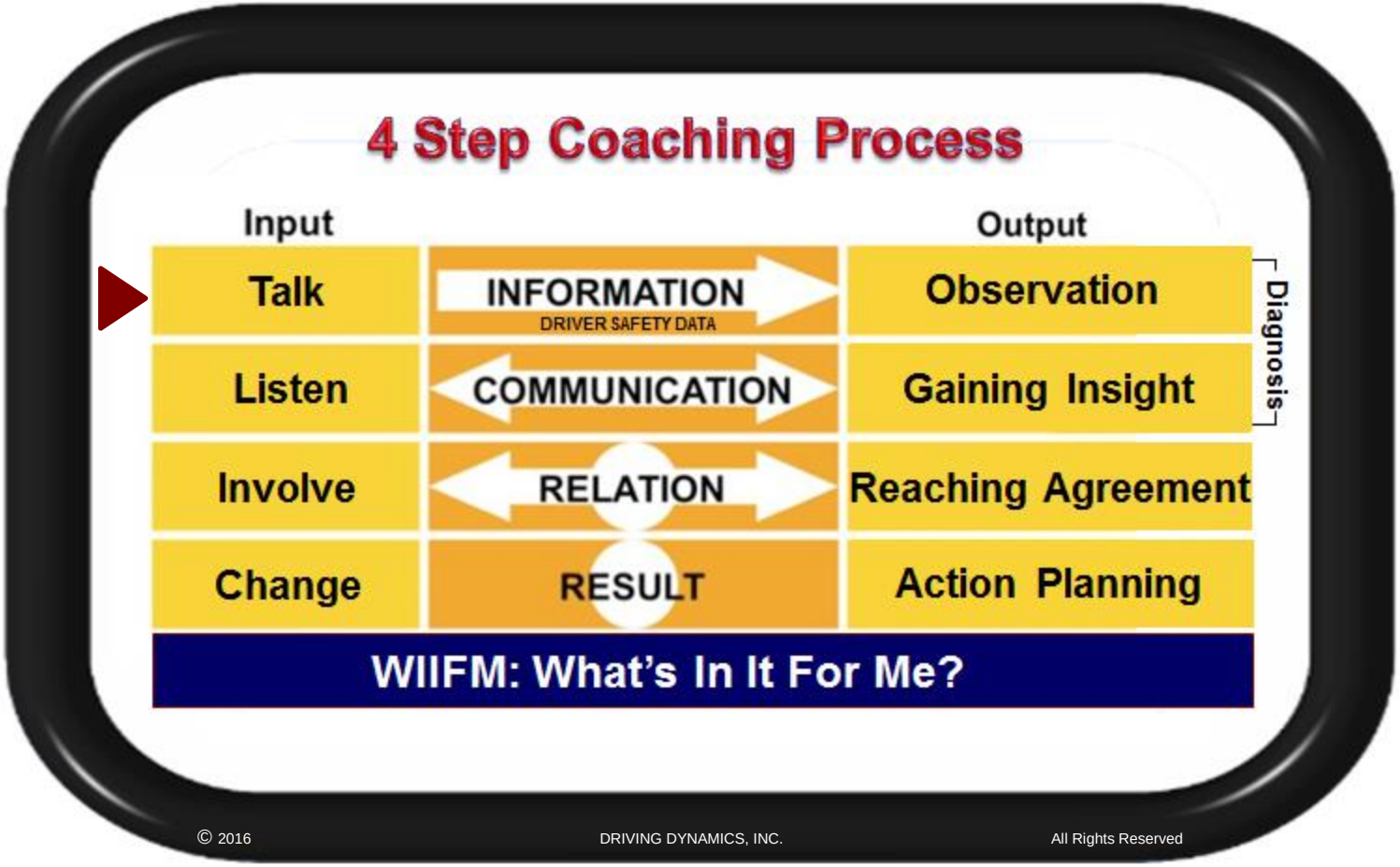
The Coaching process



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Active Listening

Start by using **Open-Ended Questions** to learn more about a person's priorities and help them determine how these priorities can be achieved without the need to assume unwarranted risk.

- Help drivers accept and adjust to ownership of changes in safety priorities
- Encourages drivers to have a commitment to and follow through on safety issues
- Can inspire associates to become more involved and concerned about safety
- Builds a positive and supportive working relationship with supervisors.

LISTEN - then have your driver **Confirm** your understanding of the driver's point of view are the key tools used in Safety Partner Coaching.

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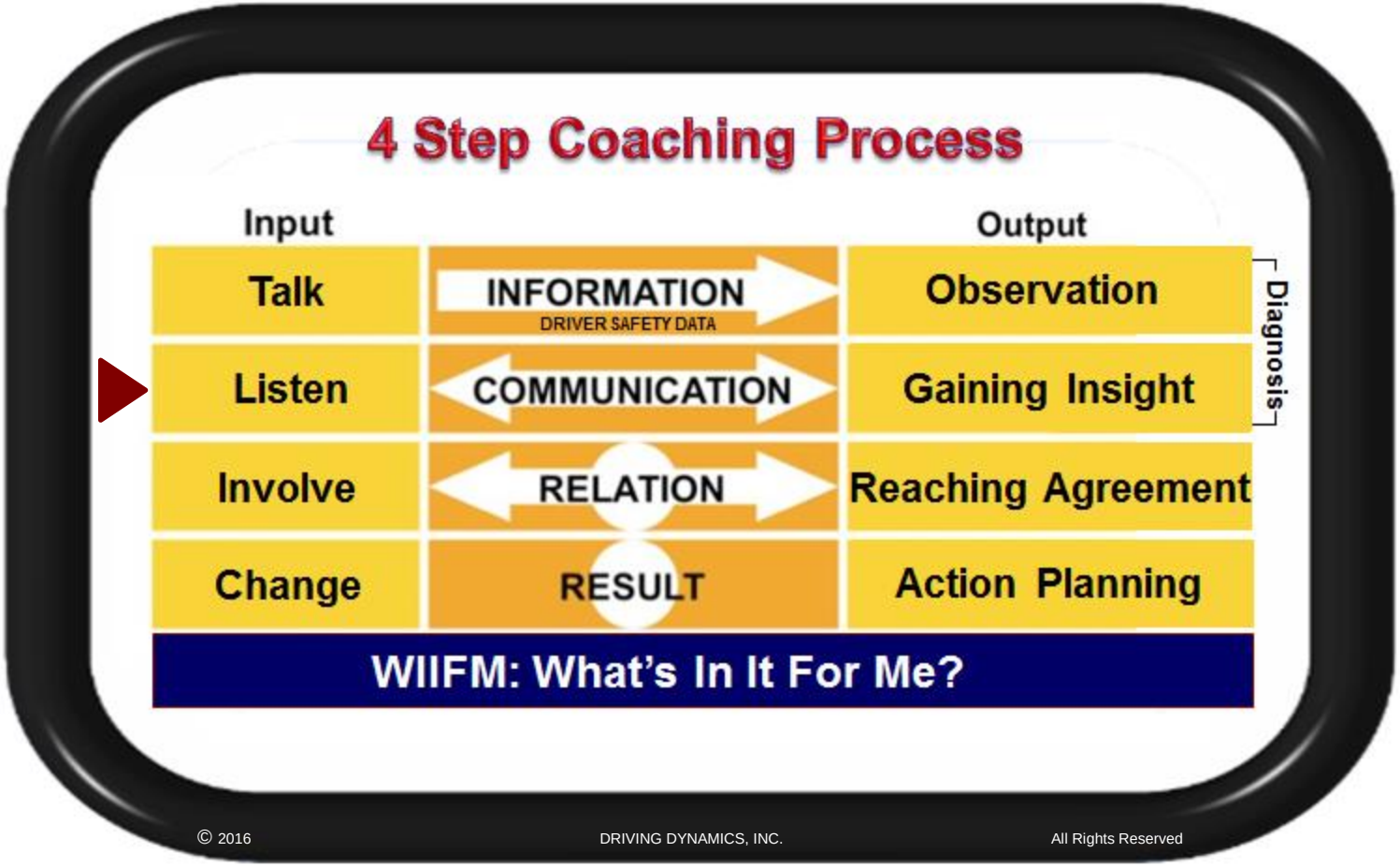
The Coaching process



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FIRST VALIDATE YOUR CONCLUSIONS

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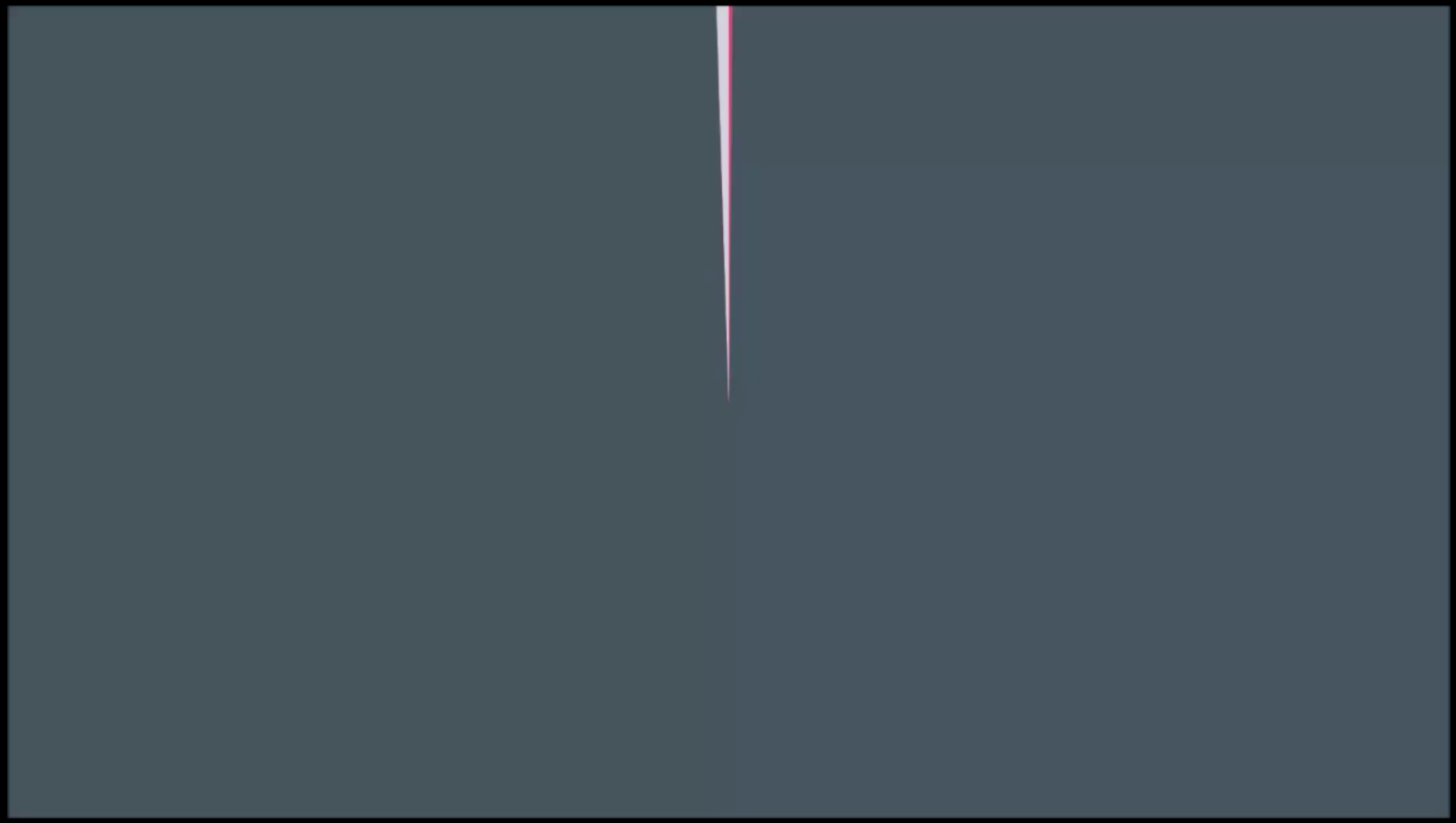
Involve RELATION Reaching Agreement



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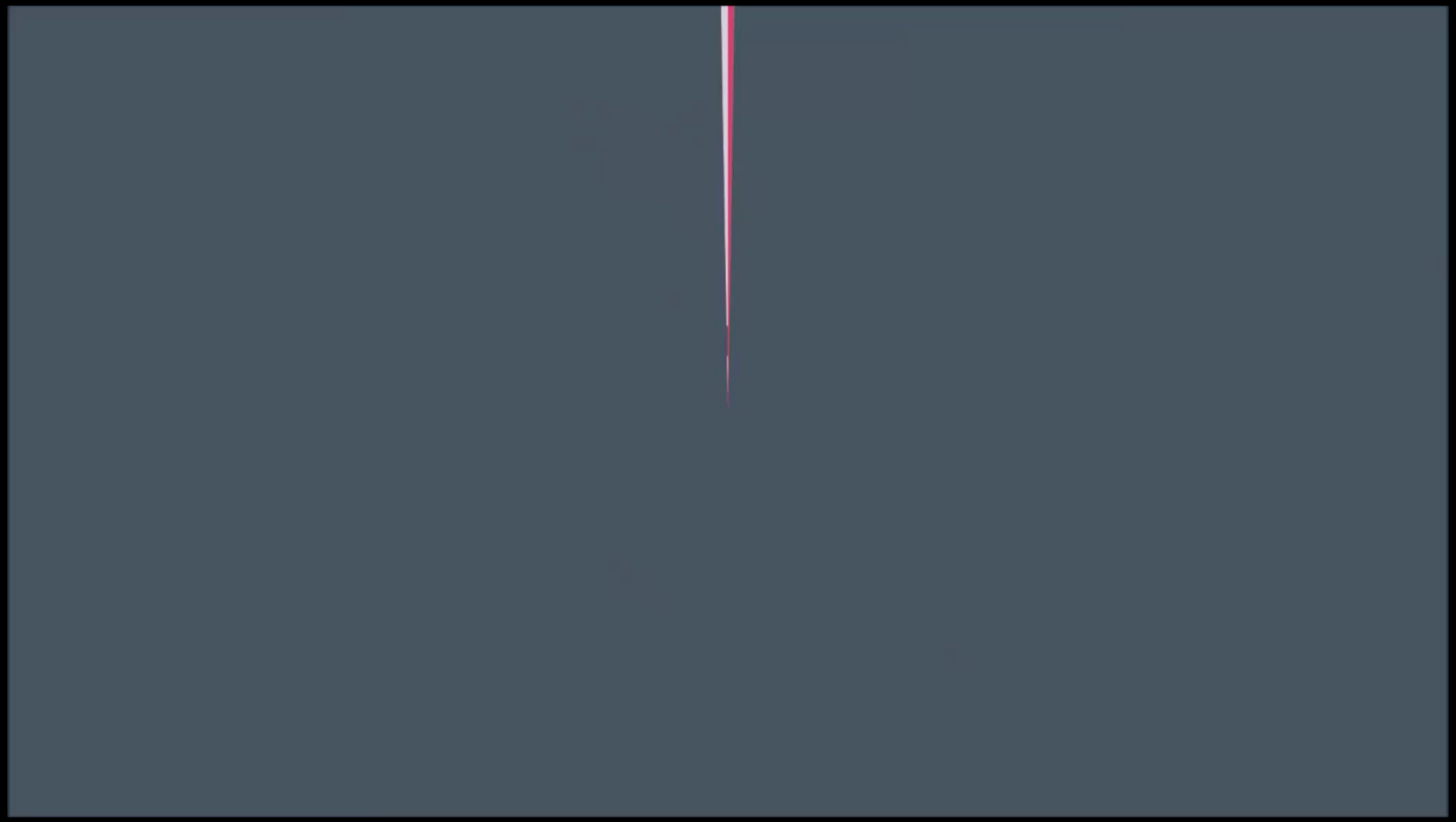
4 Step Coaching Process
Input
Output
Talk
INFORMATION
DRIVER SAFETY DATA
Observation
Diagnosis
Listen
COMMUNICATION
Gaining Insight
Involve
RELATION
Reaching Agreement
Change
RESULT
Action Planning
WIIFM: What's In It For Me?

Change | RESULT | Action Planning



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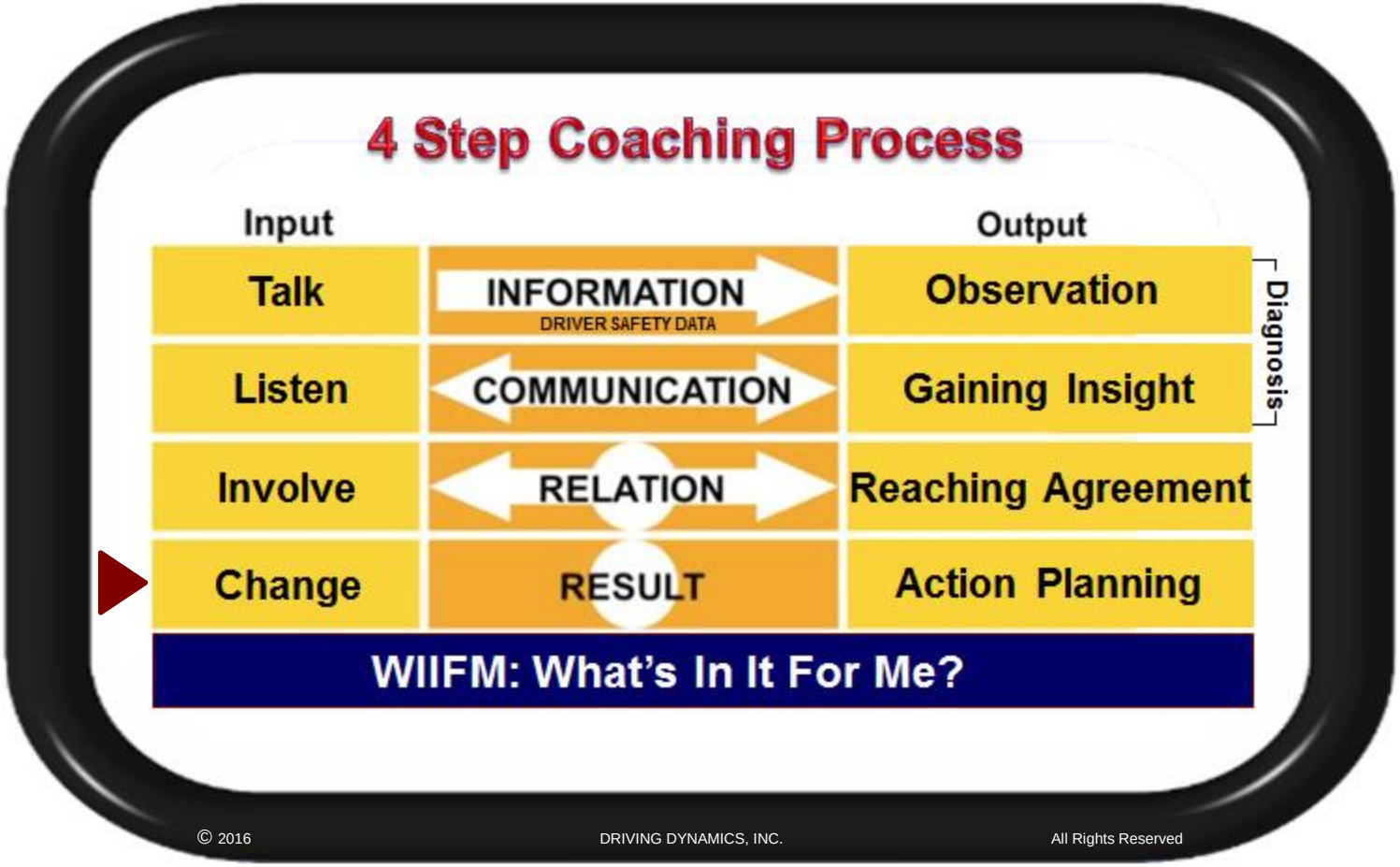
Let's Try It!



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Questions?

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Thank You !

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