







FOCUS on Fleet Safety

Take our off-ramp to avoid crashes and injuries by adjusting your safety lens in three key areas:

1. Leadership
2. Training and Development
3. Telematics & Technology

Leadership

-  Establish a vision for your safety culture
-  Set expectations based on your vision
-  Communicate the vision to your employees
-  Visibly support the vision with your leadership
-  Engage employees to support the vision
-  Evolve the vision through data based decisions

Training and Development

-  Onboarding: Emphasize the importance of safety on the first days of the job
-  Train-the-Trainer / Mentor Development: Develop trainers who can teach critical safety related skills
-  New Driver Development: Train drivers to engage in safe behaviors
-  On-going Training: Keep safety top of mind
-  Supervisor Development and Training: Learn how to motivate and manage for safety.

Telematics & Technology

-  Choose the technology that's right for your organization
-  Roll-out the technology to gain buy-in from everyone
-  Measure performance
-  Use the data to make informed decisions and improve safe behaviors behind the wheel