

# Tips for Talking to Your Drivers About Driving Safety

Keep the following in mind when you are speaking with your drivers about their driving.

- ✓ **Communicate.** Let your drivers know you will be receiving a weekly group scorecard and using it to recognize the safe drivers but also using it to identify drivers who are displaying risky driving behaviors (the outliers). Sometimes simply knowing that someone is paying attention will provide drivers with the motivation to strive for improvement or to continue with their safe driving.
- ✓ **Keep it positive.** Focus on what they are already doing well and offer help with improving their weakest areas.
- ✓ **Focus on trends.** Every speeding event doesn't need to be addressed. However, if a driver is exhibiting a pattern of severe events every week, then have a conversation.
- ✓ **Don't micro-manage.** Build trust with your drivers by showing them you are focusing on their safe driving and don't have time to watch their every move all day long.
- ✓ **Be transparent.** Walk the walk. Keep a device installed in your own company vehicle and strive for improvement. Display your own scorecard on your office door, or in a break room.
- ✓ **Be helpful.** It's not enough to tell drivers what they are doing wrong without offering solutions. Offer to do a ride-along or help them analyze their routes for opportunities to improve. Ask StriveSafe about our coaching partners for more options.
- ✓ **Provide Incentives.** Offer to take them for coffee or lunch if they bring up their speeding grade from a B to an A. Offer this for the group for overall improvement.
- ✓ **Be real.** Let them know that things happen and sometimes they will need to hard brake or speed in certain situations to make the safe decision. Tell them that is okay. What you are looking for is improvement and patterns of safe behavior.
- ✓ **Have the difficult conversation.** The worst thing you can do is have all the tools to observe your fleet and not do anything when you see risky behavior. If you see drivers who are truly displaying patterns of risky driving, have the one-on-one conversation with them. You owe it to your drivers, your company, and your community to do your part to make the roads safer.