



**BUILDING A SAFETY CULTURE**

# FOCUS on Fleet Safety

FROM THE GLOBAL LEADERSHIP COUNCIL FOR FLEET SAFETY



## Introduction

Every year, 1.35 million people are killed on the world's roads. Those people could be your people. Your friends, your family, your employees.

Small - to mid-size fleets account for roughly 88% of all commercial fleets on the road but if you're like most of these operators, you don't have the time and resources to devote to establishing premier fleet safety programs. Heck, some operators don't even have a written safety policy.

This program will give you what you need for compliance but better than that, it will take you beyond compliance. It is designed with the expertise of those with experience to help you create real and sustained changes that save lives on the road and in your organization.



*Small - to Mid-Size  
Fleets*



*2- 100 Vehicles*



*Class 2 Fleets and  
Above*

# Acknowledgements

TSR was founded because as fleet leaders, we believe that it is time for more assertive action on road safety. We commit our combined knowledge, data, technology, and networks to promote road safety, and we invite other companies to do the same.

The Global Leadership Council for Fleet Safety's vision is to advance fleet safety by:

- Identifying, recognizing, challenging, and advancing organizations to go beyond basic compliance
- Delivering useful, easy-to-digest, voluntary standards, and professional development content
- Encourage adoption of higher operating standards
- Embracing technology

Our thanks to the Global Leadership Council and our partners.



# Focus on Zero

We all instinctually want safe roads, roadways that are free from the risk of fatalities and severe injuries. As a result of the Vision Zero Movement, we all understand why zero is important. Zero means everyone goes home at night. It means no one gets a knock at their door informing them of the loss of a loved one to a roadway crash. Vision Zero has changed everyone's view of how to think about roadway safety.

As organizations with fleets, small or large, we all acknowledge the risk our drivers face and want to do our best to work toward zero but what do we do? What does it even mean to *be safe*? And how do we build a safer fleet?

In our humble opinion it takes motivation and focus. The Focus program will help you and your organization build a safer fleet by Framing Our Common Understanding of Safety. We use the lessons learned and best practices from long-time fleet leaders to give you the tools you need to make positive and lasting improvements to your safety culture.

## How?

Given the experience of our Council Champions, we believe there are three main aspects of organizations that, when focused on safety, can improve outcomes. In this program, we will help you focus your safety efforts through a series of three "lenses."



# Leadership

Leaders set and maintain the culture of the organization. An organization's culture is the glue that keeps an organization together. It is the silent code of conduct; it's more about how things get done, rather than what gets done. Building a safety culture begins with leadership and is sustained by everyone. There are a lot of views on what makes a "safety culture" we believe it comes down to a FOCUS on five elements:

## Fairness

This means the organization recognizes that humans make mistakes and are not 100% perfect all the time. It means that when crashes and incidents and unsafe behavior occurs, management will not automatically blame the driver or operator. It also means that drivers and operators will not automatically be punished if it turns out the behavior was unintentional or could have been prevented with organizational controls.

## Openness

This means everyone in the organization feels comfortable reporting unsafe acts or conditions. It means honest and transparent communication regarding safety data and issues. It means everyone feels comfortable discussing safety anytime, anywhere, with anyone.

## Capability

This means everyone in the organization has the skills, knowledge, and resources to perform their job safely. This includes understanding safe workplace expectations and having the required skills and equipment to perform the job effectively and safely.

## Unity

This mean everyone shares this common understanding of safety. It means working together and watching out for everyone in your *community*. When everyone understands safety, everyone gets home every night.

## Sustainability

This means the safety systems put in place are "living" system designed to sustain the safety culture indefinitely. It means adapting, if needed, to improve safety and to never make decisions or processes that might dilute safety culture efforts.

## We'll help you focus on Safety Leadership in Four Easy Steps

1. **Establish a Baseline.** This program begins with us taking a snapshot of your organization's strengths as it relates to your safety systems and your safety culture through a short survey distributed to you and your drivers. We'll use this data to help you create action plans and sharpen your Focus on zero.
2. **Complete the FOCUS Core Curriculum.** Next, you'll have access to a series of eLearning courses focused utilizing best practices in Leadership, Training and Development, and Technology to improve your safety culture. You'll hear from experienced safety leaders on why leadership is so important for building a safer organization and what you, as a leader, can do to strengthen your culture and become a safety role model.

Leadership Focused Modules:

- Module 1: Vision Zero Roadmap
- Module 2: Compliance, Culture, and Leadership
- Module 3: Data-Based Safety

3. **Action Planning.** After completing the curriculum, you'll get busy choosing and implementing a few of the best practices. The data we gathered will help you choose which best practices may be best to start with. Don't worry though - we're going to be there, offering help when you need it, every step of the way.
4. **Executive Coaching.** We'll boost your safety culture-building efforts by providing one-on-one executive coaching.



# Training and Development

Training is a program that helps employees learn specific knowledge or skills to improve performance in their current roles. Your drivers likely all know how to drive when you hire them but being a professional driver is a learned skill.

Every professional driver should be given the knowledge and skills they need before starting on their first journey or route. Key to this is learning about defensive driving techniques in order to recognize and react to hazards before they turn into crashes.

Development is a broader concept that focuses on employee growth and future performance rather than just knowledge and skills required for the current job role. Most fleet companies stop at training. Great fleets, those with strong safety cultures, understand that spending time on employee development is the best way to create long-term safety engagement, get better performance, and establish a more dedicated workforce.

## We'll help you focus on Professional Development and Training

1. The safety culture survey and safety systems survey will help you identify gaps and areas of opportunity in your training programs.
2. Curriculum to help you analyze training and development needs and to develop the skills needed to train and motivate drivers for safety success.

### Training and Development Focused Modules:

- Module 4: Conducting a Training Needs Analysis
- Module 5: Motivating and Training Drivers

3. You'll have access to tools and templates you can use to provide development opportunities to your drivers including safety manuals, driver performance standards, and coaching models.

# Technology

No human being is perfect. We all make mistakes. For this reason, we need to establish controls and mechanisms to catch errors and mitigate risks before they turn into deadly crashes.

Advances in fleet technology have been helping improve driver safety for years. Through the use of warning and alerts, collision mitigation systems, and telematics and driver data, organizations have dramatically improved safety and created more “quality miles” through the use of the data this technology provides.

We believe this technology should be easily accessible to all fleets, no matter the size. We all share the roadways; we all face the same risks, and we all care about reducing roadway fatalities.

## We'll help you focus on Safer Fleets through Technology

1. We have put together a guide to selecting the right technology to improve the safety of your fleet. The guide includes “tiers” which categorize offerings based on basic technology, best practice technology and exploratory offerings for you to consider.
2. We will provide expert consultation to help you decide on a technology and a provider.
3. We'll also give you guidance on launching the technology in your organization. This includes guidance on communicating the change with your drivers, gaining buy-in, and establishing a coaching and reward system, if applicable.

Training and Development Focused Modules:

- Module 6: Choosing and Implementing In-Cab Technology



# Program Milestones

PROGRAM COMPONENTS	
<p><b>Module 1: Leadership - Vision Zero Roadmap</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Establishing a vision zero mindset</li> <li><input type="checkbox"/> The business case for safety</li> </ul>	
<p><b>TAKE ACTION: Survey your Employees (Optional)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Distribute the quick 10-minute <b>Safety Culture Survey</b> to your employees</li> </ul>	
<p><b>Module 2: Leadership - Compliance, Culture &amp; Leadership</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Compliance: SMS Standards</li> <li><input type="checkbox"/> Culture: The FOCUS on Safety</li> <li><input type="checkbox"/> Leadership: Ensuring compliance by strengthening culture</li> </ul>	
<p><b>TAKE ACTION:</b> Craft a <b>Safety Vision Statement</b> for your organization</p>	
<p><b>Module 3: Leadership - Data-Based Safety</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learn about leading and lagging indicators</li> </ul>	
<p><b>TAKE ACTION:</b> Complete a <b>Safety Systems Survey</b> to benchmark your organization’s safety efforts</p>	
<p><b>Module 4: Training and Development - Needs Analysis / Skill vs. Will</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learn about the benefits of a well-trained workforce</li> <li><input type="checkbox"/> Understand training and development best practices and training modes</li> </ul>	
<p><b>TAKE ACTION:</b> Complete a <b>Training Needs Analysis</b> for your organization</p>	
<p><b>Module 5: Training and Development - How to Motivate and Train Drivers</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learn about human behavior and what motivates us to change behavior</li> <li><input type="checkbox"/> Understand the fundamentals of adult learning theory and how people learn</li> </ul>	
<p><b>TAKE ACTION:</b> Complete a <b>Training Plan</b> based on the Needs Analysis findings for your organization</p>	
<p><b>Module 6: Technology &amp; Telematics - Choosing and Implementing In-Cab Technology</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Learn about available technology and telematics</li> <li><input type="checkbox"/> Understand implementation and change management best practices</li> <li><input type="checkbox"/> Learn about incentive plans for rewarding positive behaviors</li> </ul>	
<p><b>TAKE ACTION:</b> Complete a <b>Communications Plan</b> to help manage change</p>	

<b>ADDITIONAL ACTION PLANNING OPPORTUNITIES</b>	
<p><b>Action Planning: Personal Development</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> How to read your <b>Safety Systems Survey Report</b></li> <li><input type="checkbox"/> How to use your report to create an action plan</li> <li><input type="checkbox"/> Construct an action plan (using survey results and best practices)</li> </ul>	
<p><b>Executive Coaching</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Scheduled individual 1:1 coaching session with a TSR Consultant:                             <ul style="list-style-type: none"> <li>• Focused on strengths, progress, opportunities, and overcoming challenges</li> <li>• As-needed consultation and troubleshooting</li> </ul> </li> </ul>	
<p><b>Peer-to-Peer Learning Opportunities</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Structured online engagement</li> <li><input type="checkbox"/> Access the portal to read and send messages related to specific topic areas</li> <li><input type="checkbox"/> On-call advice from peers and experts</li> </ul>	

## To Learn More:

Please reach out to Peter or Misty and scan the QR code for access to a more detailed presentation.

Peter Goldwasser - [Peter@togetherforsaferroads.org](mailto:Peter@togetherforsaferroads.org)

Misty Cornelius - [Misty@togetherforsaferroads.org](mailto:Misty@togetherforsaferroads.org)





**TOGETHER FOR<sup>®</sup>**  
**SAFER ROADS**

COMPANIES DRIVEN  
TO SAVE LIVES™