

Together for Safer Roads



FOCUS

ON FLEET SAFETY

A safety leadership program for small to mid-size fleets.



Elevate & Transform Safety Cultures

Unlock a new era of safety excellence with our comprehensive program designed to empower small to mid-size fleets. We've distilled the best practices of the largest fleets and leading technology companies into a dynamic, flexible and easy to administer program.

Best Practices From TSR's Global Leadership Council For
Fleet Safety (GLCFS)



The FOCUS Program

3 Pillars of Safety

Leadership

Training and Development

Technology



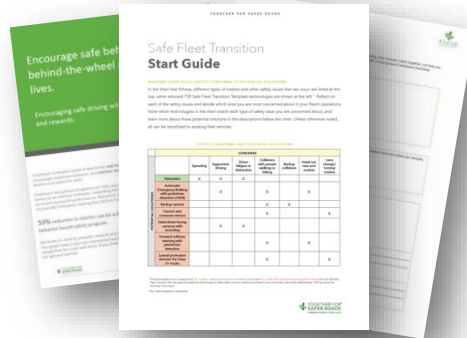
Best Practice Guides



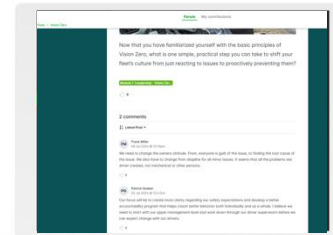
Core Curriculum



Benchmarking



Tools and Templates



Peer-to-Peer Learning



Executive Coaching and support



Program Philosophy

FOCUS on Zero. Naturally, we all desire safe roads—ones free from the threat of fatalities and serious injuries. Thanks to the Vision Zero Movement, fleets big and small understand the significance of aiming for zero incidents. The question is how?



The FOCUS program aims to help fleet leaders concentrate their efforts on three key pillars of fleet safety:

01 Safety Leadership

Leaders set and maintain the culture of the organization. An organization's culture 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 many views on what makes an effective "safety culture." The FOCUS program on five elements:

Fairness, **O**penness, **C**apability, **U**nity, and **S**ustainability

02 Training & Development

Training enhances employees' role-specific knowledge and skills, crucial for optimum performance. Providing drivers with essential knowledge, especially in defensive driving techniques, is vital to preemptively address potential hazards. Unlike training, development encompasses broader employee growth and future performance. Exceptional fleets prioritize employee development for sustained safety engagement.

03 Technology

Acknowledging human imperfection, we recognize the need for controls to catch errors and prevent deadly crashes. Fleet technology, with its warning systems, collision mitigation, cameras and telematics, significantly enhances safety. The accessibility of this technology, irrespective of fleet size, is crucial. Shared roadways and common risks unite us in the shared goal of reducing roadway fatalities, emphasizing the importance of making such safety technology universally available.



Program Overview

FOCUS brings the best practices of the most well-resourced fleets and leading road safety technology companies to under-resourced fleets. Designed by experts in the industry, we meet each of these fleets where they are in their safety culture evolution.

THE PROBLEM

Small to mid-size fleets share the same basic operations as the larger fleets, but without the resources to effectively design, execute, and manage safety systems, or build robust safety cultures.

AND THE SOLUTIONS

The program first establishes benchmarks indicating areas of opportunity, provides access to a fleet safety curriculum centered on best practices, and supports fleets with the adoption of best practices with executive coaching and access to toolkits and templates.



A key aspect to this program is its flexibility and customization, enabling participants to FOCUS on what matters most to them.



The Process

The program is organized in cohorts of ten fleets to allow social learning, networking, and engagement.

01 Welcome

Participants will be welcomed by a FOCUS program manager who will guide them through the program, what to expect, answer questions, and provide login instructions.

02 Access to Best Practice Guides

Access to three companion guides (Leadership, Training & Development, Technology) detailing best practices distilled from the safest fleets in the industry.

03 Benchmarking

Two surveys will be available for administration to employees or participant organizations, designed to measure Safety Culture and Safety Systems.

04 Access to Focus Curriculum

Participants will be given access to a curriculum vetted by TSR's Global Leadership Council for Fleet Safety. The online curriculum is self-paced and focused on active improvement.

05 Templates and Toolkits

20+ online toolkits and templates including onboarding guides, sample DVIRs, safety manuals, and more are available for download and immediate use.

06 Executive Coaching & Support

Using the benchmarking reports, executive coaches help participants formulate action plans to improve their safety systems and culture.



Curriculum

Action Learning

The curriculum employs a dynamic problem-solving approach that integrates learning with practical exercises, enabling learners to apply their acquired knowledge effectively.

Social Learning

The portal fosters collaborative problem-solving, shared insights, and a supportive network for exchanging best practices in real-world safety management.

Expert Advice

The online modules feature guest speakers from leading fleets and best-in-class technology providers.

Online Education on a Branded LMS

The curriculum was developed by Organizational Psychologists and Instructional Designers with expertise in the industry and vetted by TSR's Global Leadership Council for Fleet Safety.

Module 1: Vision Zero Roadmap

- Establishing a vision zero mindset
- The business case for safety

Module 2: Compliance, Culture, and Leadership

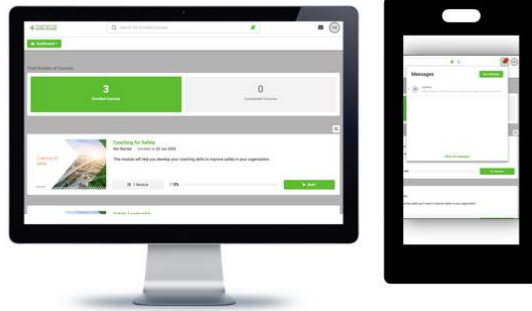
- Compliance: SMS Standards
- Culture: The FOCUS on Safety
- Leadership: Ensuring compliance by strengthening culture

Module 3: Data-Based Safety

- Learn about leading and lagging indicators

Module 4: Training Needs Analysis

- Learn about the benefits of a well-trained workforce
- Understand training and development best practices and training modes



Module 5: How to Motivate and Train Drivers

- Learn about human behavior and what motivates us to change behavior
- Understand the fundamentals of adult learning theory and how people learn

Module 6: Choosing and Implementing In-Cab Technology

- Learn about available technology and telematics
- Understand implementation and change management best practices
- Learn about incentive plans for rewarding positive behaviors



Benchmark Surveys

Safety Systems:

- Management, Leadership & Administration
- Fleet Management Safety
- Fleet Safety Communications
- Incident Analysis & Reporting
- Vehicle Crash and Incident Investigation
- Monitoring
- Performance Management
- Employee Recruitment
- Driver Training
- Onboarding
- Vehicle Technology
- Fleet Vehicle Selection & Maintenance

Safety Culture:

- Fairness
- Openness
- Capability
- Unity
- Sustainability

Assessing safety culture and systems is paramount in pinpointing areas for improvement and strategically channeling resources where they yield the most impactful results, ensuring a safer and more productive work environment.

01

STEP ONE

Operations and safety leadership will complete a Safety Systems survey designed aligned with ANSI/ASSE Z15.1 and ISO 39001 standards to identify current systems in place to manage safety.

02

STEP TWO

All employees will be given a chance to complete a Safety Culture survey which measures culture according to the FOCUS model.

03

STEP THREE

Results for both will be complied and compared with a normative sample. Easy to interpret reports will be provided to participants.

04

STEP FOUR

Report data will be used to identify areas of improvement.

05

STEP FIVE

Executive coaches will guide participants in creating action plans and utilizing the available resources.

06

STEP SIX

Surveys can be readministered post implementation to measure progress.



Resources and Support

Research indicates that Small to Mid-Size Fleets are often hesitant to seek resources and support from their insurance providers or government agencies to enhance safety efforts. Instead of acknowledging the need for assistance, they frequently rely on one another and unverified online tools, which can become challenging to manage and implement effectively.

Tools and Templates

The FOCUS on Fleet Safety portal contains a resource library with over 20 tool kits and templates, including:

- Safety Handbook Template
- Onboarding Guide Template
- Sample DVIR
- Data Collection Template
- Coaching Conversation Guides
- Technology Implementation Templates
- Guide to Implementing Safety Incentive Programs

Executive Coaching

One on One coaching sessions with leadership coaches are available to all participants. During these sessions, coaches will guide participants through their benchmarking reports, help diagnose other areas of opportunity, guide the development of action plans, and serve as accountability partners.

Online Forum

Through online forums participants will have the opportunity to not only learn from the program itself, but from each other. The program will encourage this peer-to-peer learning through forum posts and questions and suggestions for networking opportunities. It will also feature guest speakers from leading fleets and best-in-class technology providers.



Results

The results, gathered from both participant perceptions and organizational data, show the program had significant, meaningful impact on participant fleets, creating real and sustained changes which will directly impact the safety of road users in and around Fort Collins.

90%

Of respondents rated the eLearning program 5 stars

100%

Of respondents agreed or strongly agreed that their safety culture had improved

19 of 20

Indicators of safety culture significantly improved after the program

FOCUS Cohort Snapshot: Fort Collins, Colorado

Seven organizations in Fort Collins, Colorado with a combined total of over 150 drivers were supported by the FOCUS program.

SMALL NON-PROFITS

- Larimer County Food Bank
- Vindeket Foods
- Loco Food Distribution



Caulder Schwery
Flexx Productions

SMALL ENTREPRENEURS

- Colorado Iron and Metal
- Flexx Productions



Nathan Shaw,
Vindeket Foods

PUBLIC INSTITUTIONS

- UC Health
- Colorado State University

"The [entire] program has helped with building our safety culture, what to do with Telematics data, hearing from the Council of Champions, especially Erin from Anheuser-Busch. I just really liked being walked through everything."

"We learned that Safety Culture is not just about not having collisions but having a bigger mindset about leadership and setting the direction. We also have put in place actual things to improve safety; now we have a DVIR and Driver Onboarding, and Training. Thank you so much and thank you to Anheuser-Busch. If we had to pay for a program like this, it would probably have been thousands of dollars. To get this help for free really means a lot."



Program Types

Whether through self-directed learning, collaborative engagement, or scalable distribution, FOCUS provides tools and strategies to make safety a core organizational value.

FOCUS ELEVATE

A tailored solution for fleets seeking to deploy scalable, safety culture development without disrupting operations.

FOCUS MOMENTUM

This cohort-based program enables multiple fleets to progress through the curriculum simultaneously, fostering real-time engagement and shared learning.

FOCUS REACH

Tailored for large organizations, industry associations, and insurance carriers. It unites fleets under shared safety goals, enabling the distribution of safety tools and training to multiple sub-fleets or clients.



Additional Participant Experiences

“The FOCUS program is a godsend to GrowNYC’s fleet safety program. Much thanks to TSR!!!”

- William Jett, GrowNYC

“The Safety Culture Survey really helped us to uncover important insights from our driver’s perspectives.”

- Josh Eisenstein, Filco Carting

“It’s so important for us, as Leaders, to be reminded of how important we are to the strength of our organization’s safety culture (this course) is really valuable.”

- Kenan Smith, Facility Solutions Plus

“The Safety Systems Survey was so helpful for us to see what we’re doing right and where we can strengthen our programs.”

- Stephanie Moshier, West Side Campaign Against Hunger



Safety is a Participatory Process

-GrowNYC’s Fleet Safety Vision Statement. One of the first tasks for participants is to create a vision for their organization’s safety culture.

