



# DriverMetrics® Profiling

DriverMetrics® Profiling is the most extensively validated measure of behavioural, coping and situational risk available. The Emergency Fire Appliance variant identifies crash risk for drivers, enabling the selection of highly targeted and effective coaching interventions.

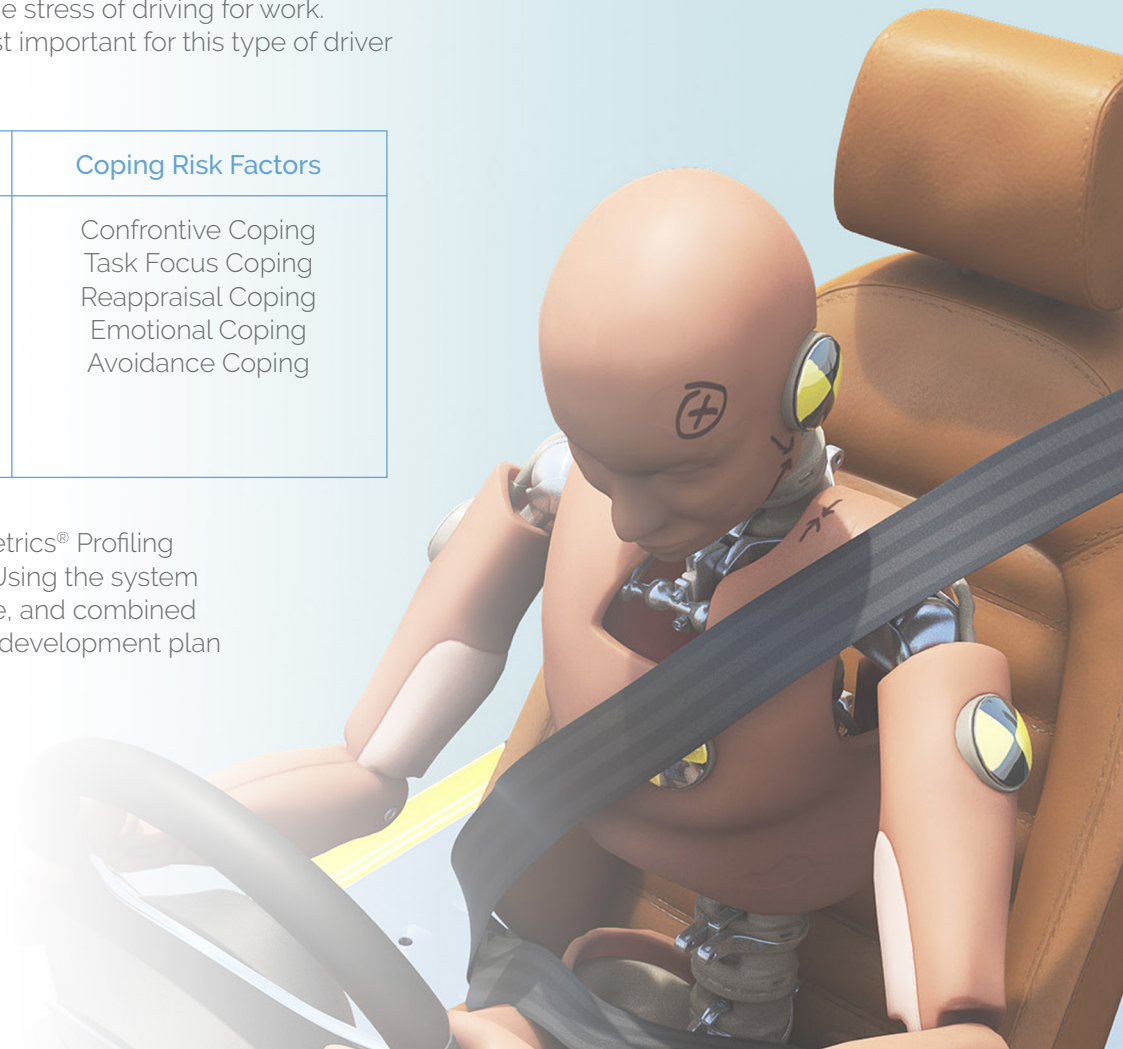
## Risk Factors for Emergency Fire Appliance Drivers

DriverMetrics® Profiling assesses drivers risk by considering the stress of driving for work. Research demonstrates that the following risk factors are most important for this type of driver and each is measured in the assessment.

Situational Risk Factors	Behavioural Risk Factors	Coping Risk Factors
Age Annual mileage Driving hours Driving experience Licence status Crash history	Aggression Thrill Seeking Anxiety Hazard Monitoring Risk Inevitability Fatigue Overconfidence	Confrontive Coping Task Focus Coping Reappraisal Coping Emotional Coping Avoidance Coping

“ Since it was first developed, we have utilised DriverMetrics® Profiling on a variety of emergency response driving courses. Using the system enhances the practical training as the report is comprehensive, and combined with the trainers observations forms the basis of an improved development plan for a response driver. ”

**Kevin Day,**  
Driver Training Manager, West Midlands Fire Service



## What does it mean for your organisation?



### RESEARCH VALIDATED ASSESSMENT

Proven to accurately identify driver risk

### FIRE APPLIANCE DRIVER SPECIFIC

Researched and developed to identify the factors that place fire appliance drivers at risk of a crash.



### SUPPORT FROM DRIVERMETRICS®

A dedicated consultant to advise on any issues relating to the risk management process; manage implementation and technology.

### PROGRAMME CONNECTION

Connect to our ongoing research programme and benefit from a constantly improving and evolving assessment.



### RANGE OF BEHAVIOURAL INTERVENTION OPTIONS

The range of intervention options delivered by DriverMetrics®, include integrated e-learning, workshops & driver coaching.

### DRIVERMETRICS® PROFILING COURSES

For organisations with in-house trainers, we offer a trainers course to equip staff with the advanced skills to change high risk behaviours.



### LANGUAGE TRANSLATIONS

You can assess your global fleet, in any language.

### COUNTRY LEVEL BENCHMARKING

You can assess drivers against their local peer group.



### REPORTING ACROSS 18 RISK FACTORS

Target interventions to where they are needed, rather than adopting a 'one size fits all approach'.

### TAILORED FEEDBACK FOR EACH DRIVER

Comprehensive report provides driver with an easy to understand analysis of their risks, with bespoke advice on how to drive more safely.



### ONLINE ACCESS

Drivers can complete the profiling in just 20 minutes from any location, 24 hours a day.

### ROBUST DATA PROTECTION

Our secure servers and rigorous processes ensure the security of your data.

### MANAGEMENT INFORMATION SYSTEM

Analyse results; communicate with drivers; plan your strategy; record interventions and measure compliance.

### ACCESSIBLE SOLUTION

Simple interface, together with straightforward language, makes the profiling highly accessible to all users.

## Research Evidence

We know DriverMetrics® Profiling assesses driver behaviour, because its scales have been the subject of over 70 published academic papers. It has reliably been shown that these factors are personality-based emotional responses to driving, and they are associated with crashes, errors, driver behaviours and reactions behind the wheel. You can find the full publication list at [www.drivermetrics.com/publications](http://www.drivermetrics.com/publications)

developed at



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