



Insight into Action™ Driver Coaching

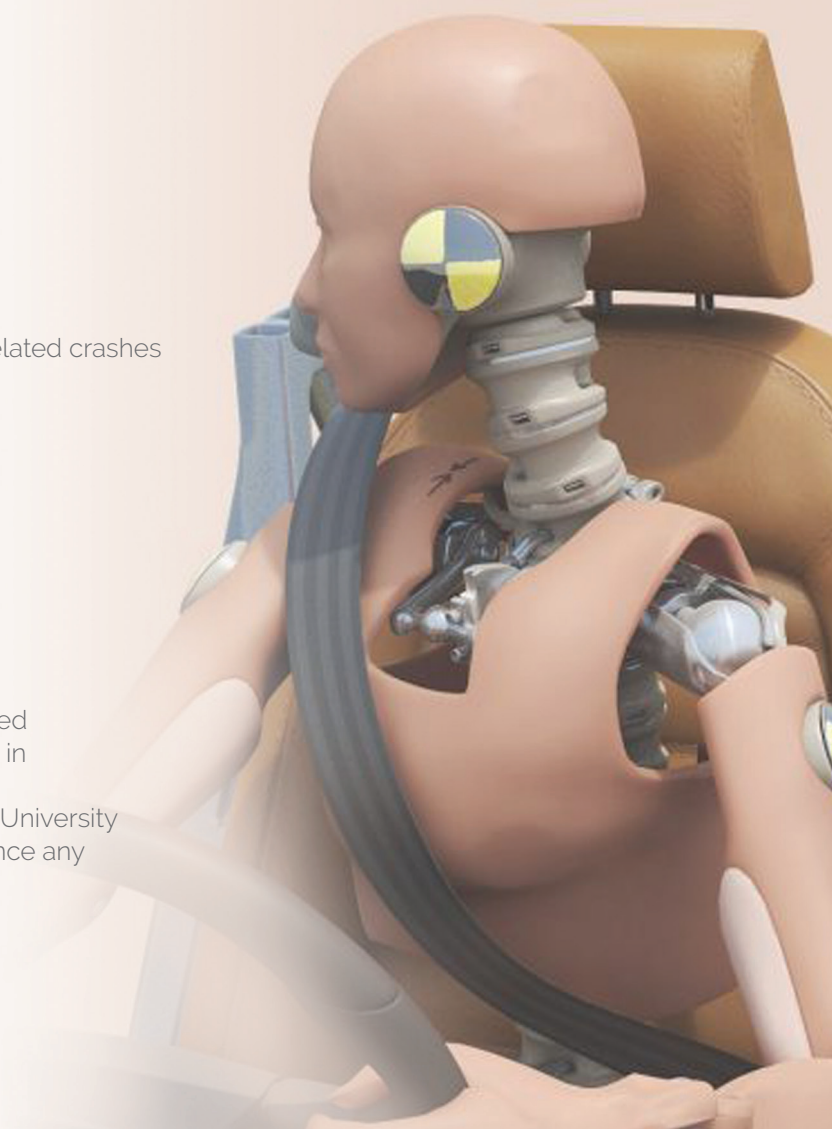
Our individualised coaching gives your fleet drivers targeted, dedicated coaching that's based on their own personal risk profile. As the only driver coaching exclusively tailored to DriverMetrics® Profiling reports, Insight into Action™ Driver Coaching offers an intelligent approach to mitigating high risk behaviours.

Overview

- ✓ Informed by Cranfield University's latest research
- ✓ Targeted coaching with only up to two participants per half-day session
- ✓ Delivered on-site at the location(s) of your choice
- ✓ Addresses the behaviours identified by DriverMetrics® Profiling
- ✓ Focuses on the key behavioural factors that are known to increase the risk of work-related crashes
- ✓ Coaching based solely on your drivers' needs offers a highly efficient use of time
- ✓ Helps your drivers understand how risk is influenced by their behaviour
- ✓ Reduces the risk of work-related road traffic crashes
- ✓ Supports your behaviour-based fleet risk management programme
- ✓ Promotes fuel-efficient driving

Accredited Coaches

Insight into Action™ Driver Coaching sessions are delivered by a DriverMetrics® accredited coach. All of our coaches have completed a 12-month BTEC Level 4 Professional Award in Coaching for Driver Development, as well as the DriverMetrics® accreditation course, delivered personally by Dr Lisa Dorn Research Director for DriverMetrics® and Cranfield University senior academic. This ensures that our coaches are highly experienced in how to influence any at-risk driver behaviours identified by DriverMetrics® Profiling.





Course Content

Insight into Action™ Driver Coaching aims to deliver insight into your driver's behavioural tendencies using DriverMetrics® Profiling. Our coaches then take that information and develop a bespoke action plan, designed to change your driver's behaviour. Coaching sessions are structured around the following five steps:

1

Personal Insight

Your DriverMetrics® coach will provide personalised feedback using the DriverMetrics® Profiling report.

2

In-Vehicle Risk Management

Your coach will assess your driver's ability to manage risk on the road using a brief in-vehicle assessment.

3

Evaluation and Reflection

Your coach will use your DriverMetrics® Profiling report to help your driver reflect on their risk management strategies.

4

In-vehicle Behavioural Assessment

Your driver will take part in a scenario that addresses the risks identified in the DriverMetrics® Profiling report and from the previous steps. This means that every driver is trained individually to explore how behaviour affects decisions whilst driving for work.

5

Action Planning for Driver Development

Your DriverMetrics® coach will work with your driver to construct an action plan. This will be designed around how to reduce their risk when driving for work by focusing on key behavioural goals.