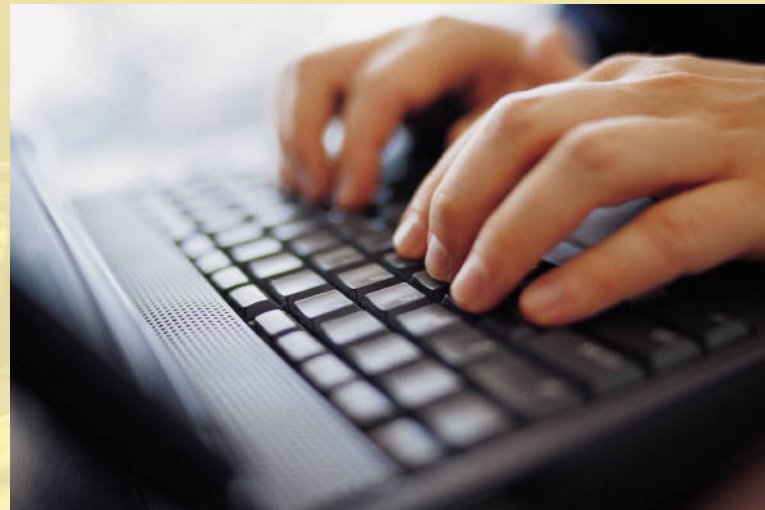


Driver Training can be broken down in to basically 3 different types

Each having both Pros & Cons



- Online
- Classroom
- Hands on



Online

- Modules
- Simulators

Classroom

- Lectures
- Workshops
 - In person
 - Virtual
- “Train the Trainer”

Hands-on

- Skid cars
- Narrative Drives
- Skid Schools
- On the road driving

Online – Cons:

- Considered the “Drivers Ed” of today
- Boring
- ROI?
- Lacking motivation to change behavior
- No interaction with expert
- Often thought of as “CYA”
- Credibility issue....

Online – Pros:

- Easy & Convenient
 - Can be done anywhere at anytime
- Inexpensive
- Multiple topics covering many different scenarios
- Customizable

Classroom – Cons:

- Not all classroom programs are the same
 - Bad Instructors
 - Some are Boring “Safety” lectures
 - Bad PowerPoint presentations (like this one)
- Train the Trainer Program
 - Lacking credibility, passion & expertise
- Might be more difficult to get Management buy-in
- Slightly more work for fleet dept

Classroom – Pros:

- Nearly immediate ROI (Return on Investment)
- Flexible
 - Sales meetings
 - Tech meetings
 - Regional meeting
 - National meetings
- Can be done “Virtually”
- Exciting
- Team building & morale building event
- Drivers appreciative
- Attitude changing
- Habit changing
- Able to address different ways people learn
- Credibility
- Customizable

Hands-on – Cons:

- Expensive
 - Upfront cost very high
 - ROI much longer
- Takes people out of field for longer time
 - Smaller classes
 - Much longer to train everyone
- Logistically difficult
- Skid car is inefficient use of training time
 - 50% of training spent on 2% of crashes

Hands-on - Cons: (cont.)

- Narrative Drives
 - Demoralizing
- Skid Schools
 - Not all are created equal
 - Curriculum
 - Instructor quality

Hands-on – Pros:

- Can be best driver training available
- Teaches motor memory function
- Exciting
- Team building & morale building event
- Drivers appreciative
- Attitude changing
- Habit changing
- Able to address different ways people learn
- Credibility
- Customizable

Questions/Comments

