

# White Paper: Why Advanced Performance, Driver Safety Training?



Fleet operators today face the daunting task of mitigating risk in a tough economic environment. Budgetary constraints, expense cutting measures, perhaps even the very survival of the company depend upon corporate decisions made underneath a dark cloud of uncertainty. Fortunately, experience and statistics can provide the fleet operator with predictable outcomes if they are prepared to be proactive instead of reactive.

Regardless of the size of your fleet or the types of vehicles, ultimately the

driver and his or her ability behind the wheel will determine the outcome of a crash. Let's define "ability behind the wheel": It is a combination of judgment, awareness and skills.

- Judgment: the ability to make the right decision for the most desirable outcome
- Awareness: the absence of distractions to the task at hand and the ability to predict outcomes based on sensory data
- Skills: learned and practiced behavior

“The one thing that unites all human beings, regardless of age, gender, religion, economic status or ethnic background, is that, deep down inside, we ALL believe that we are above average drivers.”

~Dave Barry, *“Things That It Took Me 50 Years to Learn”*

*The key phrase from the quote is “...we ALL believe that we are above average drivers.”*

*But are we?*



## Judgment

1. Do we talk on our cell phones while we drive?
2. Do we eat fast food while we're driving?
3. Do we always wear a seatbelt?
4. Do we always come to a complete stop at a stop sign or just roll through?
5. Are we habitual speeders? (...and just haven't gotten a ticket in a while?)
6. Are we an aggressive driver or a defensive driver?



## Awareness

7. Do we fiddle with buttons and keep our focus in the car?
8. Do we always maintain a safe driving distance from the vehicle in front of us?
9. Are we tailgaters when we're in a hurry?
10. Are our mirrors properly set to give us complete 360° vision?
11. How careful are we in intersections?



## Skills

12. When was the last time we practiced making panic stops in our car?
13. ...and steering at the same time under ABS?
14. Is our seating position and hand position on the wheel optimized at all times?
15. Do we turn our head and look over our shoulder when backing up?
16. What are our choices in where and how we park?
17. Where are we looking when we drive?

## DRIVING DYNAMICS

*holds the exclusive patent in North America for its Controlled Slide Car.*

Obviously, skills can be learned and practiced, but what about judgment and awareness? Is it possible to increase our judgment and awareness as it pertains to the time we spend behind the wheel? The answer is yes, and results have proven that the best time to increase awareness and judgment is when you are practicing driving skills in a controlled and dedicated training environment.

The Swedish study is hard to ignore, and begs the questions: What is my company doing today to reduce crashes and risk for our drivers? Can we afford to not train our drivers when statistics overwhelmingly prove that crashes, property damage, injury and even death can be significantly reduced? Can my company actually

“A Swedish research study concluded that in reduced traction situations, drivers with skid training were involved in a lower proportion of rear-end collisions, crash reduction and risk were reduced by 48% per 10,000 km, and crash costs decreased by a staggering 33% during the trial period.”

save money in the long run by having better trained drivers? Again, the answer is yes, but you will have to make a commitment to proactively train your drivers. The good news is that driver training is fun, takes little time away from your core business, and is surprisingly affordable.



*Never drive faster than your guardian angel can fly. ~Author Unknown*

# The REAL System of Learning™

It is a well known fact that adults learn differently than the typical student population. Driving Dynamics incorporates the latest thinking and practices in instructional design for adult learning while others continue to use training formats similar to those found during driver's license courses.

Our highly regarded, REAL (Rotational Exercises And Lessons) System of Learning™ closely matches the learning needs of adults to take newly introduced, advanced driving techniques and have them become “hard-wired” skills by the end of the course.

Using highly advanced audio/visual animation, our instructors are able to maximize our students' time-behind-the-wheel exercises and ultimately their skills by first providing a short but dynamic classroom lesson in which students hear, see and comprehend the specific technique they are about to put into practice.

This process delivers faster learning comprehension; better long-term retention of the subject matter; greater confidence by our students when performing these newly learned advanced techniques; and most importantly—mastery of these techniques so they become long-term, “hard-wired” safety skills.

Drivers have different learning styles, and can be broken down into three categories:

- Visual - learns by seeing words and/or graphics
- Kinesthetic - learns by performing tasks, going through the process
- Auditory - learns by hearing and repeating information

To support these different learning styles, a thorough understanding of the psychological motivators underlying each style must be addressed in order for training to achieve the desired results. Effective training will reinforce the visual style by including more graphic presentation along with words; support the kinesthetic style by providing interactive exercises and self checks to reinforce learning; support the audio style by providing narration for all course content, including scenarios and interactions.

The ultimate goal of advanced performance driver safety training is to:

1. Impart critical safety techniques which make extensive use of key sensory perception factors with LOOKING techniques being the major sensory component
2. Instill precise memories that enable learners to react without thinking, much like an airline pilot practices over and over different types of emergencies that may arise during a flight. No one would argue that if drivers were trained to react to emergencies like pilots are, the roads and highways would be a safer place. It is no surprise that it is safer to fly at 30,000 feet at 500 knots than it is to drive at 45 mph to the local grocery store.

Is it possible to transition your fleet of drivers to react to emergencies more like a pilot and less like the average driver that thinks he is the next Mario Andretti while talking on his cell phone on his way to a meeting he's late for? There is, and it's called “The One Second Advantage™”, but first, let's take a look at the true cost of vehicle crashes.

# The True Cost of Vehicle Crashes

## Costs to Employers per Million Vehicle Miles of Travel (M VMT) and Costs per On-the-Job Highway Crash and Injury

WHAT IS YOUR TRUE COST FOR DRIVER ACCIDENTS?	PER MVT	PER CRASH	PER INJURY	PER FATALITY	PER NONFATAL INJURY
Health Fringe Benefit Costs	\$32,976	\$3,570	\$23,665	\$314,284	\$22,126
Other Direct Costs	\$64,858	\$6,699	\$20,432	\$158,108	\$19,608
Liability for Losses by Others	\$60,043	\$6,202	\$32,016	\$32,016	\$32,016
<b>SUB-TOTAL</b>	<b>\$157,878</b>	<b>\$16,471</b>	<b>\$76,313</b>	<b>\$504,408</b>	<b>\$73,750</b>
Wage-Risk Premium	\$78,083	\$8,065	\$51,865	\$3,306,430	\$32,374
<b>TOTAL</b>	<b>\$235,961</b>	<b>\$24,536</b>	<b>\$128,178</b>	<b>\$3,810,838</b>	<b>\$106,124</b>

### The Fleet Professional and Opportunity for ROI

After a crash, the fleet manager's focus is on a pile of twisted metal, the risk manager may be concerned about possible litigation, and the safety manager is busy investigating the causal factors that led to the crash for further analysis. Individually, the fleet, risk and safety managers are in separate boxes, and too often are not in the position to see the true overall cost of a crash to the company in terms of liability, crash damage, healthcare costs, injury, and lost productivity.

### The Widget Story

Every company's product is a "widget". Suppose our imaginary company, USA Widgets, has gross sales of \$100M per year with a 10% net profit, so \$10M drops to the bottom line. Using the \$16k cost of a crash from the chart above and an average crash rate of 20% of its fleet of 500 vehicles, this works out to 100 vehicles crashed x \$16k or \$1.6M in income per year that does NOT make it to the bottom line. How many widgets does USA Widgets have to sell to make up for the \$1.6M due to vehicle crashes? Sixteen million dollars in sales of more widgets! Fleets that train their drivers typically experience a 20% to 50% reduction in crashes within the first year or two.

So if our "team" of fleet professionals get together and collectively decide to train the drivers, USA Widgets should be able to at least reduce the company's cost of crashes by 20%, thus making the bean counters and Wall Street happy.

"Road sense is the offspring of courtesy and the parent of safety."

~Australian Traffic Rule

# The One Second Advantage™

*Research has shown that 90% of all traffic accidents can be avoided when the driver has just one more second to react and knows what to do with that additional one second.*

## Actual 10 Year Experience of 1 Fleet that Switched to DRIVING DYNAMICS Training Program Incorporating “The One Second Advantage™” Principles

	INITIAL YEAR	YEAR 10
MVMT	5.95	3.60
Number of Drivers	5,500	±13,000

**Over 225 million miles driven annually (year 10)  
Savings: 225 x (5.95-3.60) x \$16,471 = \$8.7 million**

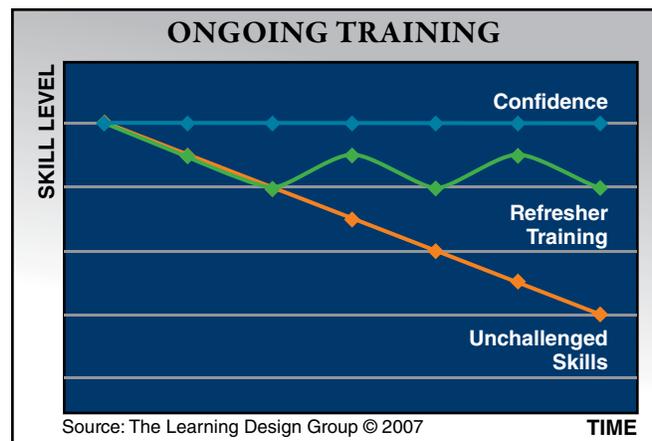
**Projected Results Are For 1 Year Only (Year10)!**

MVMT: Crash Incidents per Million Vehicle Miles of Travel  
\$16,471: Average employer cost per crash from NHTSA analysis report

Gaining this crucial extra one second involves initial training to learn the advantage, followed by refresher training. The chart (bottom, right) illustrates the benefits of ongoing training as opposed to a one-shot strategy:

Some observations from the chart (right):

- Over time, average driver skills erode when unchallenged.
- Confidence remains high despite the driver’s diminishing skills.
- The average unchallenged driver is increasingly less gap separating skills and confidence.
- Periodic refresher training reduces skill erosion.





*First, may I say that I was totally renewed in my driving technique. After the training, I was able to apply it here in Saudi Arabia and my colleagues were amazed when they saw me driving and how I handled the wheel. The technique you taught is certainly the most effective way of controlling a vehicle. I really thank you for opening me to this method and how to handle any situation in the proper manner without panicking.*

*Right now I am waiting to receive my training certificate from your school so that I can put it on my wall; let everybody see it; and give them a lot of information on what Driving Dynamics can do to keep you safe by changing your way of handling a vehicle.*

*Robert  
Saudi Arabia*

## Summary

While making the decision to provide driving associates with proper safety training is a “no-brainer”, fleet professionals still need to validate and measure their decision based on how well selected training performs for the tuition dollars invested. For over two decades, DRIVING DYNAMICS has consistently delivered above average results to fleets that use our advanced driver safety programs. Let’s examine a few of our client’s actual experience using DRIVING DYNAMICS.

**Client “A”** had a crash rate of 30% prior to training. After training with **DRIVING DYNAMICS** this client went 425 days without a crash.

**Client “B”** with several thousand fleet drivers completed an ROI study benchmarking the safety results for those that went through **DRIVING DYNAMICS** training as compared to the same size control group that did not. The trained drivers benefited from a crash rate almost half of the group that was not trained.

**Client “C”** sponsored **DRIVING DYNAMICS** Novice Driver Safety Training course for its employees’ teenagers. After tracking the incident rate of these graduates for one year - not one graduate was involved in a crash. According to government statistics, almost 1 out of 3 drivers in this age group (16 to 19) normally would have experienced a vehicle crash.

**Client “D”** read the details below about the dramatic, long-term results obtained through one client’s commitment to **DRIVING DYNAMICS** program of advanced driver safety training.

A recent survey of graduates from **DRIVING DYNAMICS** Open Enrollment courses showed an aggregate crash reduction rate exceeding 50%.

Contact one of our Advanced Driver Safety Specialists to learn more about **DRIVING DYNAMICS** and receive your free copy of our upcoming training schedule for all of North America. Or visit our website at [www.drivingdynamics.com](http://www.drivingdynamics.com) and start reducing your crash rates today.

### **DRIVING DYNAMICS, Inc.**

256 Chapman Road  
Oxford Bldg • Suite 202  
Newark, DE 19702

Phone: (302) 607-7222 x100

Fax: (302) 607-7221

Email: [info@drivingdynamics.com](mailto:info@drivingdynamics.com)

[www.drivingdynamics.com](http://www.drivingdynamics.com)



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Is A Driver Trained By **DRIVING DYNAMICS*****