



# 2022 Australasian Fleet Conference & Exhibition

AND FLEET AWARDS

MAY 3-4

ROSEHILL GARDENS RACECOURSE SYDNEY

## Safe Driving is a Team Sport Rewarding Employees to Align Objectives

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Chief Customer Officer

Geotab



If you don't know where you're going,  
any road will take you there

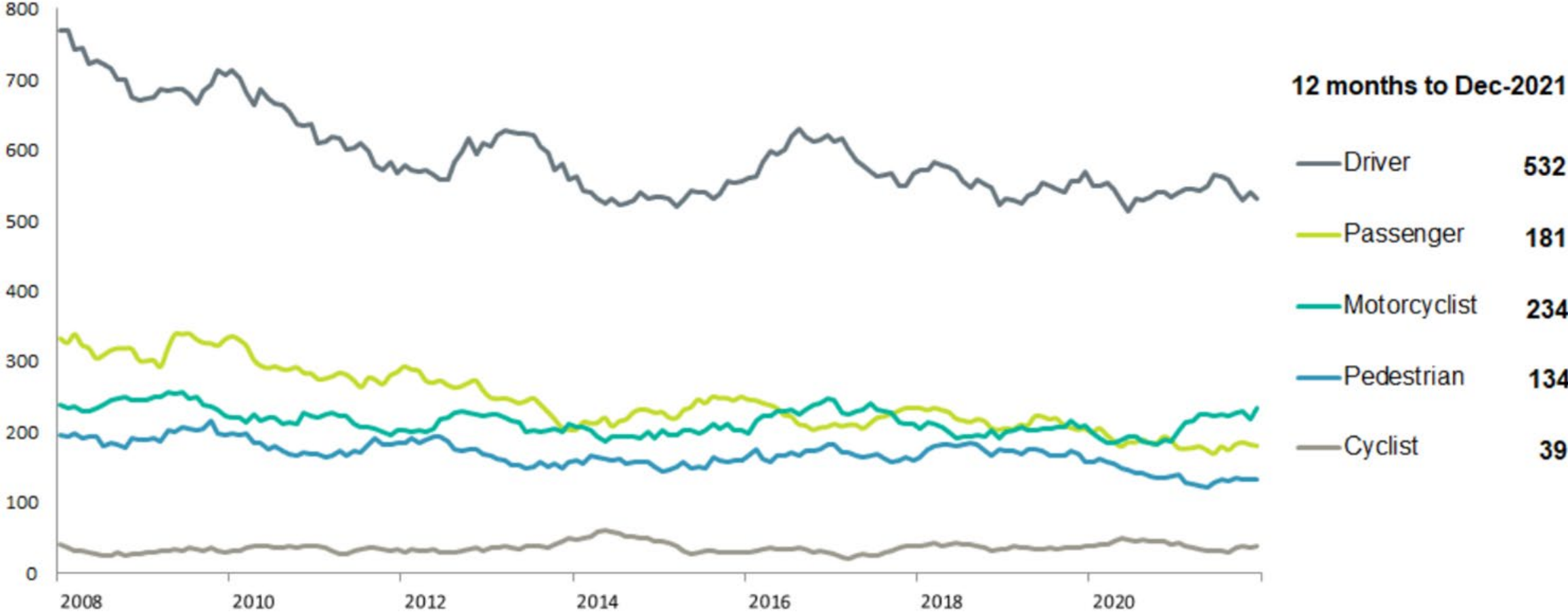
# What are you trying to accomplish ?

- Improve or address workplace safety compliance
- Reduce insurance premiums
- Reduce vehicle damage claims costs
- Improve employee morale
- Include safety as a core business direction alongside environment

# How will you measure success ?

- Compliance with the Driver Safety Guidelines you have published
- Improved ratio of company revenue : insurance and claims costs
- Specify vehicles to include cost to repair
- Review vehicle selection with employee satisfaction rating
- Exec Board sponsor of Environmental Health & Safety

# Road Deaths by Road User (12 month rolling total)



Source: Australia Road Deaths Database as of November 2021

# VISIONZERO



FLEETFORUM



Long Haul Transport

# Driver Safety

Individual Contributor





versus





# Be Fair

- Clearly document expectations for driving performance in an employee handbook
- Update the handbook annually to align with business objectives and any new vehicle features and have employees acknowledge the handbook annually (even if there are no changes)
- Do not create policies that single out individual employees
- Separate how you manage incidents such as traffic violations (seatbelt or speeding tickets) from coaching ‘risky behaviour’
- Claims Loss Control by coaching risky behaviour is an important strategy when used constructively

# Driver Safety

Team Sport



- “I have access to SO much data  
- but how do I coach my employee drivers with it”
- A major challenge is interpreting the vast amount of data into comprehensive information managers can coach their teams with to improve productivity, safety, reduce maintenance costs, and keep employee drivers motivated and engaged.
  - Good employees are hard to get, and even harder to replace... a major objection to implementing any sort of driver safety coaching or rewards program



Gamification is the process of using game thinking and tools in common settings, which are not related to games. It is used to engage and motivate people to achieve goals. It works because it taps into the basic needs for Status and Achievement.

“When we think of employees, we might believe that money, salary, income is a real incentive for them. In fact, this is not true. A **real organisational quest** and **fair rewards** are a high extrinsic motivational factor.”

Alina Tudorache - International Coaching News

ORGANIZATIONS WHO DEPLOY GAMIFICATION **CAN IMPROVE**  
**EMPLOYEE ENGAGEMENT BY 48%**

BUSINESSES WITH ENGAGED EMPLOYEES HAVE

26%   
HIGHER  
PRODUCTIVITY

27%   
LOWER  
ABSENTEEISM

13%   
HIGHER  
PROFITABILITY

70%

OF WORKERS ARE MOTIVATED BY  
**NON-MONETARY REWARDS** AT WORK



90%

of workers increased  
productivity levels



83%

said recognition for contributions  
is more fulfilling than any  
rewards & gifts



76%

said opportunities for  
growth were the top  
reason they stayed in  
an organization

# Choose what to measure and reward aligned with business objective messages

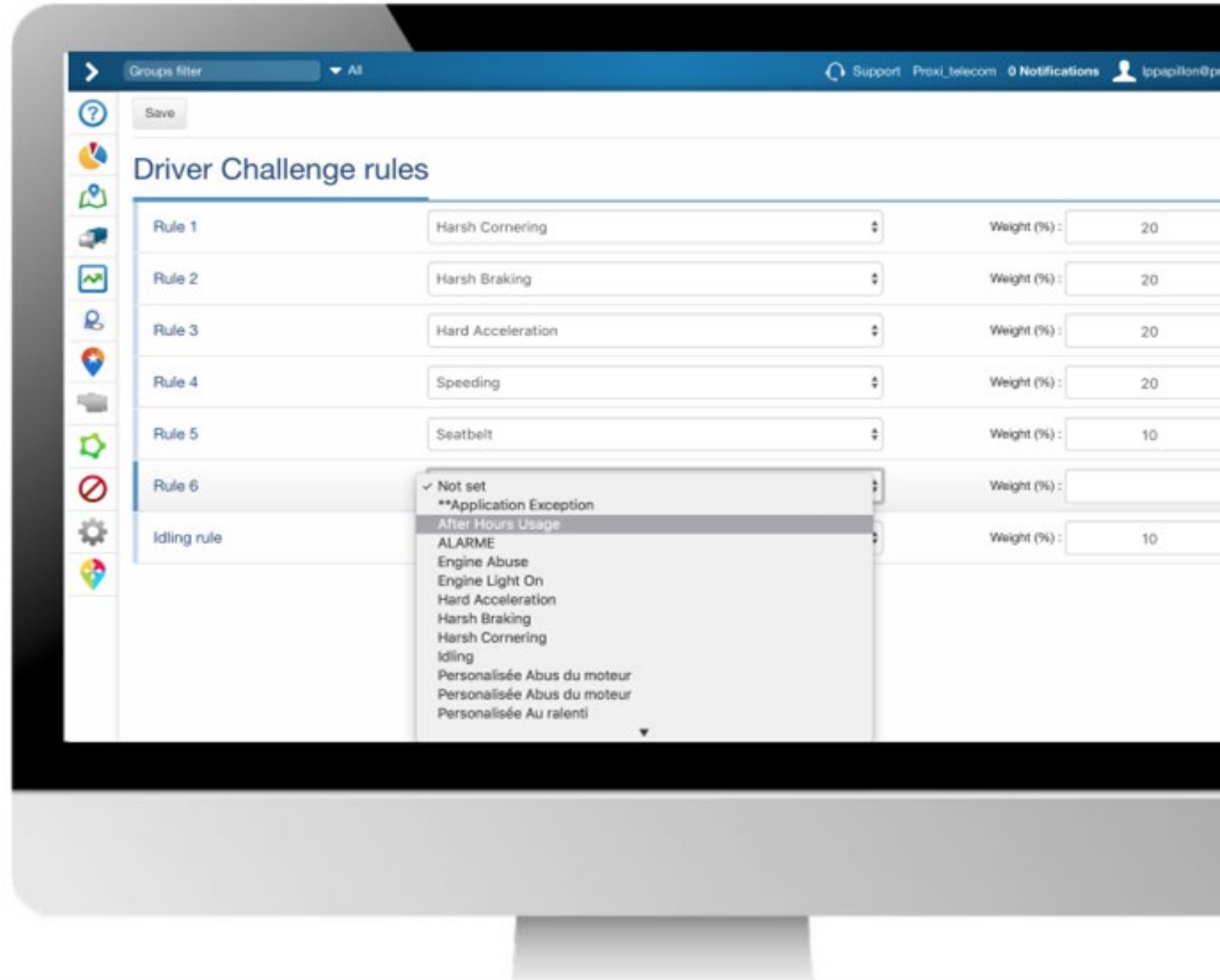
- Sustainability messaging - improved driving performance behind the wheel, has a measurable impact on fuel consumption. Safe driving contributes to our company's climate change pledge.
- Fleet messaging - Just as we have safe workplaces in the office, we are committed to have safe practices in our vehicles as they are an extension of our workplace.
- HR messaging - Working together as a team is vital for us to achieve our important work. As a team member, your individual performance matters in our success.

Identify your Key Performance Indicators based on available data you may have and the business objectives messages

Hand-pick rules to set your challenge goals. Give each one a relative weight in the global score.

Important KPIs should be given a higher weight.

Forecast your financial benefits an achievable outcome would generate and build an exciting reward program accordingly.



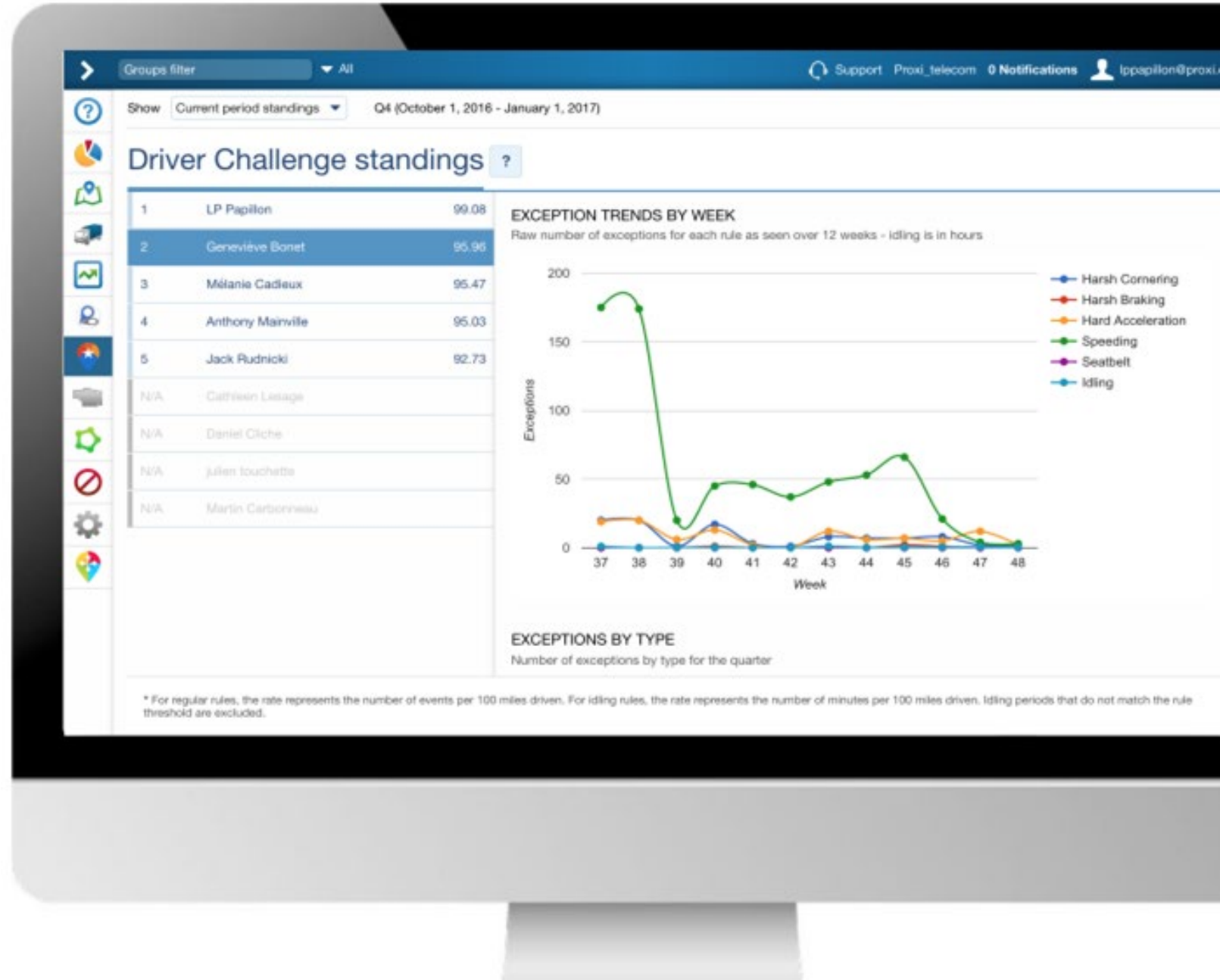


Monitor results and trends.

You have access to fleet stats, leaderboards, and detailed driver profiles.

You may want to meet trailing drivers and let them know what they should be doing to improve.

Trends should start improving with very little involvement, because it's human nature to compete for Status and Achievements.



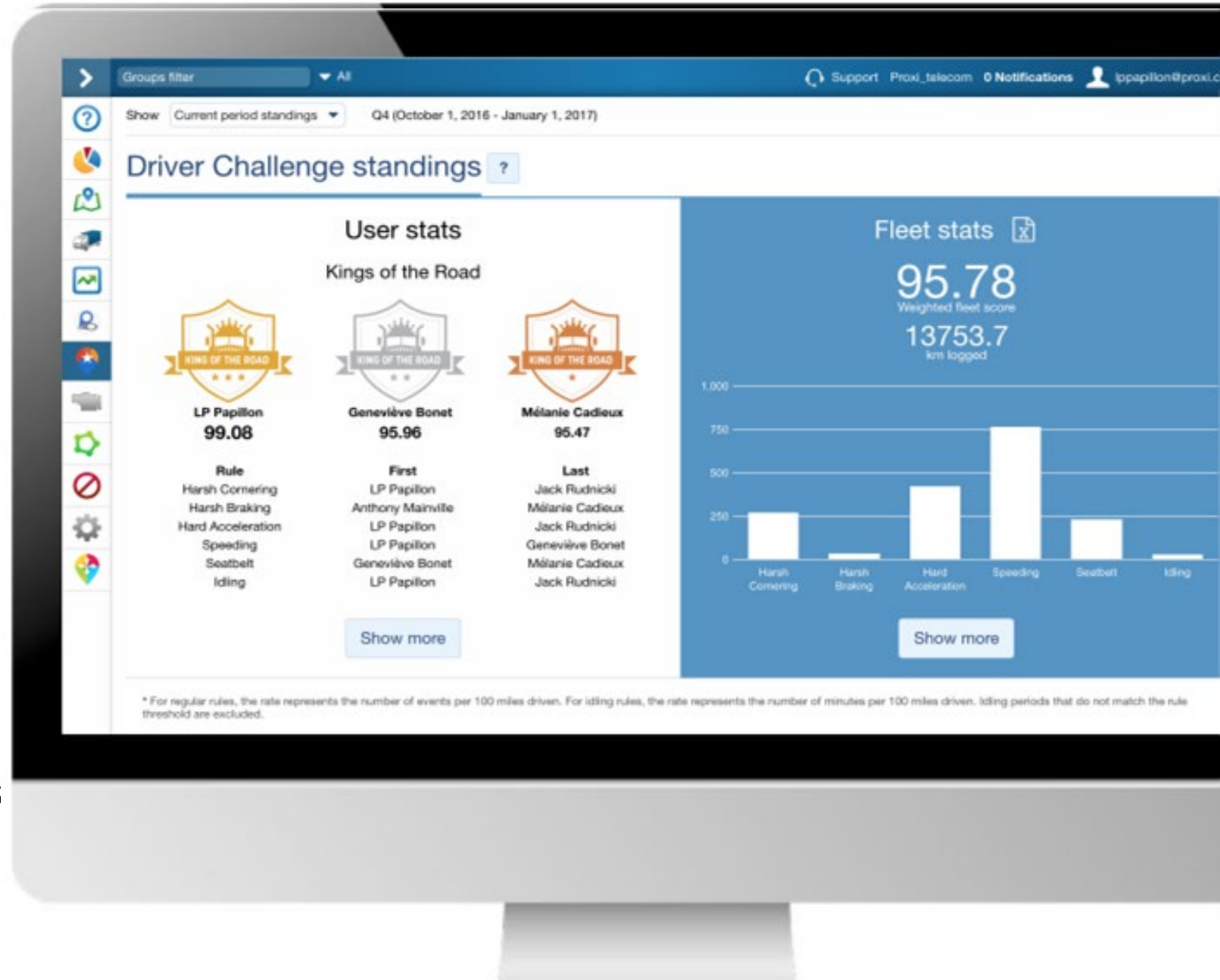
Recognize achievements.

When the quarter ends, follow through with bonuses or rewards for your champions.

Most importantly, congratulate them in person, on social media and company communications, bulletin boards, etc.

Remember that all programs MUST evolve as business priorities evolve.

Employee tendency to be complacent about Rewards programs when they are not near the podium.



Be Fair and remember the objective is to elevate the performance of all team members to be the best that they can be - aligned within the framework of your well written, and evolving employee handbook.

Thank You and feel free to reach out to share and evolve safe driving engagement

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## **Audience Q&A Session**

ⓘ Start presenting to display the audience questions on this slide.