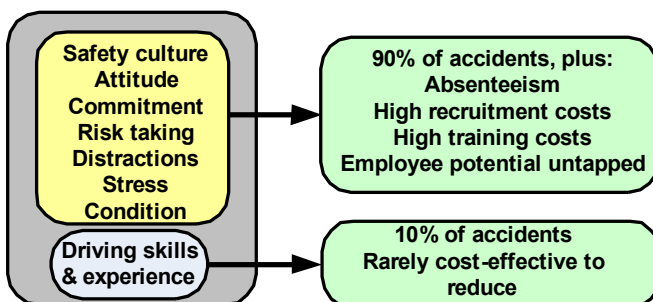


Where would you invest your money?

For most fleets, driver training, the most common approach to high fleet accidents, is the least cost effective. Done properly, it is expensive but may only address a small part of the problem. Done cheaply, it may even make things worse.

The dominant causes of fleet accidents are often linked to other, even bigger, costs - absenteeism, high driver churn, low morale. Tackling those could bring rewards far greater than reducing your accidents.



A new approach

Our approach has many significant advantages:

- Every fleet is unique and it is only by properly understanding and profiling each individual fleet that the most effective strategy be determined. No doctor would prescribe treatment without fully diagnosing the patient's condition.
- Our initial diagnosis leads to a recommended strategy, every aspect of which has been tailored. It will incorporate both a robust framework for the ongoing management of the fleet risk and prioritised actions for the most pressing issues.
- We do not adapt our recommendations to the skills we have available; our recommendations are resource-neutral although we expect to be able to provide most of the required skills from our extensive network.
- If you want, our involvement will not stop with delivering our report. If required, we will assist in its implementation, and/or troubleshoot, dynamically manage, or review with you in subsequent years.
- Both our own team and our partners have been selected on the basis of extensive hands-on success and leadership in their field. There will be no one who has only read the training manuals.
- We recognise the massive importance of achieving buy-in and embedding the processes. To maximise this, we flex our processes and methods to match your culture and way of doing things.

Kick-Starting the process

Because the exploratory stage is so vital, we have developed a kick start approach that consists of information gathering, discussions with key people and a half-day workshop. At the conclusion of the workshop we will get consensus on the next stages of the strategy and these will be presented back to you, together with the profiles for the key areas of your fleet.

The workshop would typically be conducted by a team of two, each a leading consultant in their own field.

The focus of the information gathering will be around:

- The structure, culture and pressure points within the organisation
- How the fleet & its drivers are managed
- How accidents, and accident reporting, are managed
- The causes, and pattern, of past accidents
- How accident statistics are collected, analysed and reacted to
- The fleet hot spots where accidents are disproportionately high
- The overt and covert messages that are given to fleet drivers about fleet safety and corporate priorities
- Past or current fleet risk initiatives and their results
- Methods of driver recruitment, selection and review
- Other related issues - for example, levels of absenteeism, staff turnover, staff morale, health & safety

What can be achieved

In a fleet of 2,500 cars and trucks we helped our client to achieve, over a three year period:

- A return on investment, calculated on direct accident costs alone, of 1,143%
- Factoring the hidden costs of both accidents and our client's management time to run the initiative, the return on investment increased to over 2,000%