

Mike Reed



For over twenty years Mike was Managing Director of Driving Management Ltd., and there he successfully combined consultancy advice with targeted and strategic driver training.

Mike was one of the first pioneers of modern Fleet Risk Control, having entered the field with the creation of Driving Management in 1979.

He has worked as a consultant for many major organisations throughout the world, including Johnson and Johnson, Shell, BP (including BP South Africa), Uniq, ICI, Exxon, Rothchild Banking, Cynamid Chemicals, BA, Aon, British Telecom, British Gas, British Police and DuPont.

Mike has 40 years experience in Learner, Advanced, High Performance, Security and Instructor Training, and 28 years as a Fleet Risk Control Management consultant.

Mike became a Road Safety Officer for the London Borough of Harrow from 1973 to 1979, where he was employed to develop the first 'Off Road' driver training establishment in Europe based on a Japanese concept. The activities covered a wide range of driver, and road safety training. He developed the first pre driver (Under 17s) training courses for all the main schools of the Borough. A major part of the task was generating responsible attitudes.

In 1979 Mike founded Driving Management Ltd. DML driver training courses ranged from Advanced Driving, High Performance, Anti Hijack and Security. DML also, own and run two Skid Pans. One in the South, and one in the Midlands with access to a third in Scotland

He designed and ran the first Anti Hijack course in 1978. In this course he pioneered ramming procedures, evasive manoeuvring and many of the present day techniques and procedures for surveillance and counter surveillance training.

He conducted the first training session for the South African Standards Committee in 1981. This was the formation and launch of the team that were to develop the K53 standards for the whole of South Africa to the present day.

He was the lead auditor on the world wide, BP Group Theme Audit on Road Safety. This audit covered 15 world wide locations over the whole range of operations. A key aspect was the management, testing and training of drivers, both of light, and heavy vehicles, in all manner of environments.

Prior to this he was on the four man steering committee of the BP Oil centre of expertise for safety during which he wrote the BP International 'Road Safety Management' policy manual together with the production of a video on the subject. In 1992 he designed and managed the international BP Driver of the year competition.

Mike has retired from Driving Management and continues to work as a fleet risk consultant, where he is in great demand. His association with DBRC follows on from a working relationship between Mike and David Davies, DBRC's founder, extending for over 15 years.

Though a driver trainer originally, Mike has become convinced, after many years of experience, that the greatest improvements to a fleet's safety record come from changing driver attitudes, which is the focus of his very successful track record in this field.