



Driver Motivation, Management Leadership

Despite safe physical conditions, strong management direction, and good management controls, Loss Prevention basically depends on the driver's attitude toward safety. Motivation then becomes a very significant aspect of Loss Prevention efforts.

Management is ultimately responsible for keeping employees motivated. Motivation is dependent upon the personal factors and attitudes of the employees. An understanding of these factors and attitudes is vital for management to motivating employees. The key to motivation is good employee relations and strong management leadership.

Motivational tools can include:

1. Driver's Accident Scoreboard – this keeps the fleet accident record in front of the drivers and helps maintain interest in Loss Prevention.
2. Driver's Award Programs – these can stimulate interest and encourage positive attitudes.
3. Driver's Penalty Systems – a definite policy should be established to handle and retrain accident repeaters.

Suggestions for issuing safe driver Awards

1. Define what a preventable accident/incident is. The National Safety Council's definition of a preventable accident is "any occurrence involving a company owned or operated vehicle which results in property damage and/or personal injury, regardless of who was injured, what property was damaged, to what extent, or where it occurred, in which the driver in question failed to exercise every reasonable precaution to prevent the occurrence."
2. To be eligible for a Safe Driver Award, a driver must have completed twelve consecutive months of operation without a preventable accident. When he/she completes a second, third, fourth, etc., consecutive year without a preventable accident, the driver becomes eligible for additional awards. Some companies will utilize a point system to accomplish this as well.