

New for 2018

# Skills Development Sessions

*Get road smart with our targeted on-road training sessions*



Managing costs is a key area of focus for all fleet stakeholders, but the effects of driver behaviour are frequently overlooked, often leading to unforeseen repair bills and costly downtime.

Our flagship Driving for Work course offers drivers a great introduction to the skills and behaviours required for staying safe on the roads whilst optimising vehicle performance and efficiency. In many cases the course helps to identify further development areas for profiles of drivers carrying out the same type of work or those specific to an individual driver's experience and capability.

Our targeted Skills Development Sessions are delivered by Fleet Registered Approved Driving Instructors, helping to equip your drivers with the skills they need to stay safe on the roads and reduce your company's exposure to unforeseen damage costs.

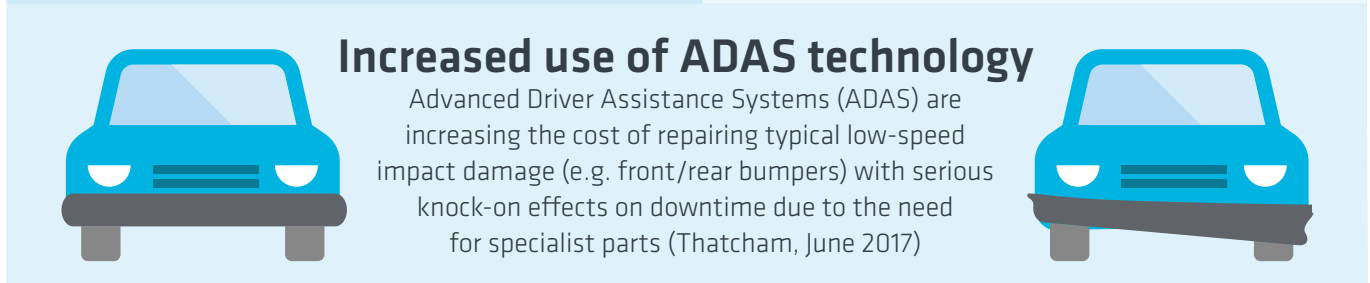
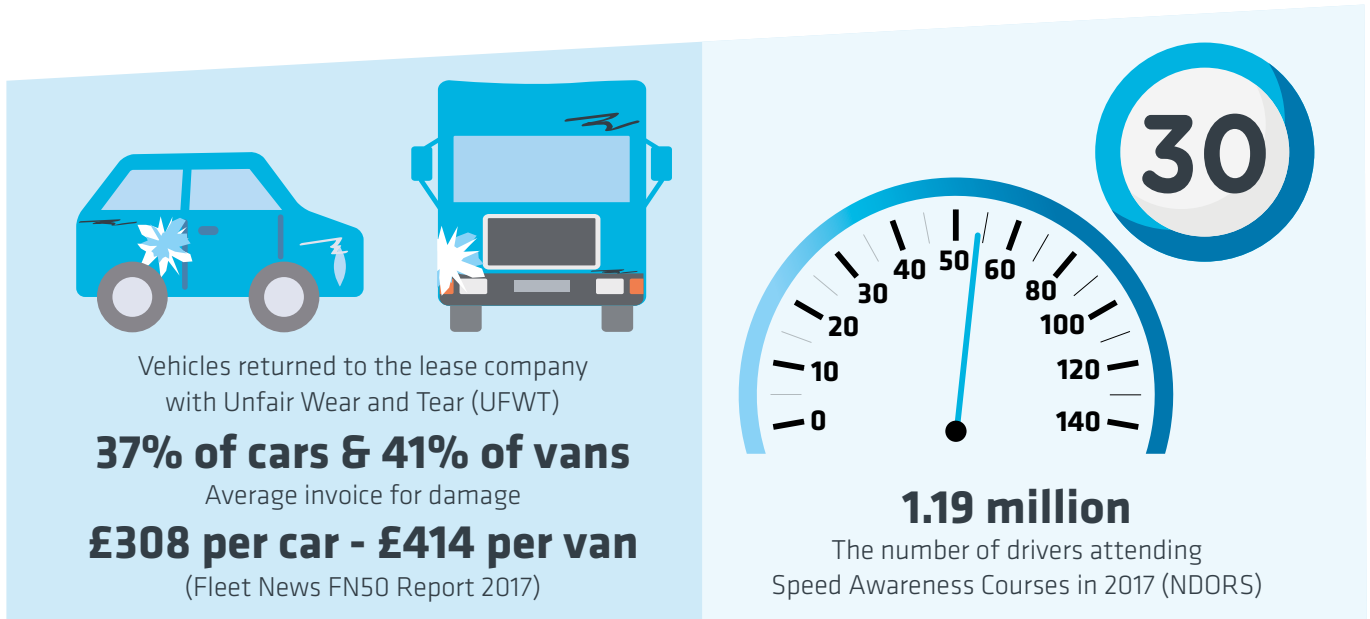
<b>Vehicle types</b>	<b>Car</b>
	<b>Light commercial</b>
Format	On-road
<b>Course Duration</b>	<b>Half-day</b>
Options	Flexible formats available

# Driver behaviour – the challenge for fleets

Running a vehicle fleet is a big-budget category for businesses and many of the unforeseen costs incurred are the result of driver behaviour. They are rarely included when setting annual budgets and the ad-hoc nature of occurrence also means that they can be overlooked when considering the total cost of vehicle ownership. These costs typically fall into three categories:

- unexpected damage to vehicles (including ‘hit while parked’ incidents)
- reduced operational efficiency caused by vehicle downtime
- the cost of employee downtime

Analysing just a small element of the latest industry data highlights the scale of the challenge facing UK businesses of all sizes. It is unfortunate that this comes at a time of unprecedented legislation changes and rapidly improving vehicle technology; two factors that are hindering the fight to control the spiralling costs of corporate mobility.



## How we can help

Based on our many years of experience in delivering driver training programmes we have identified the three key areas of driver behaviour that directly contribute to unforeseen vehicle damage costs. We know that drivers who



- manage their speed effectively
- take proactive action to avoid distractions
- are adept at parking/manoeuvring their vehicle in increasingly tight spaces

are those most likely to make a positive contribution to fleet cost control. In response, we have created a suite of training courses to target these specific areas.

Skills Development Sessions are ideal as a follow-up to our flagship Driving for Work course, providing targeted, expert help for those drivers identified as needing further development in specific skills. They are equally effective as a standalone training solution for business drivers whose job role, working environment or vehicle incident history make the training particularly relevant.

## Maximum flexibility & Value for Money

Our Skills Development Sessions offer unrivalled flexibility of course content. Based on a half-day duration there are a number of options that your business can take advantage of:

Train an individual driver 	Train up to 3 drivers 
1 x 3-hour session covering one skill in depth	3 x 1-hour sessions covering one skill for all drivers
3 x 1-hour sessions covering 3 skills	3 x 1-hour sessions: your choice of skills as appropriate for each driver

# Meet the challenge with targeted training



## Parking and manoeuvring

The skill of manoeuvring your vehicle is one thing; being able to assess your surroundings is another. Many city-centre and residential property developments have parking spaces set at the minimum legal size, meaning space can be very tight for some vehicles. This increases the risk of 'hit while parked' incidents; already a major contributor to accident management claims. Our training course will equip your drivers to minimise the risk by employing the full spectrum of parking skills.

- Selecting the optimum space for their vehicle
- Improving awareness of the hazards that may pose a risk of damage to their vehicle
- Selecting the correct parking manoeuvre for the circumstances
- Developing competent reversing and parallel parking techniques



## Managing speed

As a business driver, the combination of long distances and tight time schedules dramatically increases the risk of a prosecution for speeding. The numbers of drivers attending Speed Awareness Courses are now at record levels and in many cases, business drivers are attending in work time, meaning a minimum of half a day of lost productivity, paid for by their employer. Our course will help your drivers develop the ability to avoid such a situation.

- Understanding and awareness of speed limits
- Judgement of speed and stopping distance
- Appropriate use of speed (as taught on our Advanced Driver course)



## Managing distractions

Many business drivers put their lives at risk every day by failing to manage distractions. Increasingly, drivers juggle two phones for personal and business use, while simultaneously using sophisticated in-vehicle infotainment systems. The latest Killed and Seriously Injured (KSI) statistics show that driving on business is by far the UK's most dangerous work-related activity. If not managed correctly, distractions can pose considerable risk to your employee, your brand and your business. Our training course will help your drivers to develop a proactive approach to dealing with distractions.

- Identifying and managing the various types of in-vehicle distraction
- How to stop safely in emergency situations
- The power of observation, anticipation and planning
- Maintaining focus amid distractions from outside the vehicle

## Quality



These new courses are all delivered by our nationwide network of Fleet Registered Approved Driving Instructors. The quality of our trainers is overseen by our team of Field Managers, who are typically former high-ranking traffic police officers with a wealth of driving experience and knowledge.

All on-road sessions are preceded by essential vehicle and eyesight checks. On completion of a session, each delegate receives a comprehensive Driver Evaluation Report, detailing their performance and highlighting any areas for further development.

## Additional Skills Development Sessions

We know that the landscape of people who drive on business is changing. Your business drivers may include those who only drive occasionally, those who are relatively inexperienced, and perhaps others who have previously been involved in incidents. Based on the same mix-and-match principle we also offer Skills Development Sessions covering the following topics.

### Motorway driving

Many business drivers cover high motorway mileages every year, without ever having had any training on how to use these unique, high-speed roads in a safe and effective way. This session covers all aspects of motorway driving, helping to minimising the risks and reduce driver stress.

### Overtaking

Regardless of speed, overtaking is arguably the highest-risk driving manoeuvre. To be carried out safely, overtaking requires careful planning, anticipation and spacial awareness skills. This session teaches drivers how to identify safe overtaking opportunities, and to use correct road positioning and speed management to execute the manoeuvre efficiently and legally.

### Driving in towns

Congestion, complex road layouts, and an abundance of vulnerable road users such as pedestrians and cyclists can make urban roads particularly challenging, especially at peak traffic times. This session helps drivers to approach and deal with these challenges in a planned and effective way.

### Driving on country roads

Over half of road fatalities occur on rural roads. Drivers who are unfamiliar with countryside roads will benefit from this course, learning how to anticipate hidden hazards, and to use observation and road positioning to deal safely with horses, farm traffic and other rural road users.

## Why choose IAM RoadSmart?



With over 60 years' experience creating over half a million Advanced Drivers, we are one of the UK's leading authorities on driver training and road safety.

IAM RoadSmart can help your business fleet to become safer and more efficient through expert coaching delivered by a nationwide network of Approved Driving Instructors, delivering benefits that include:

- Improvements to individual drivers' mpg
- Reduced accident rates and substantial savings on cost of repairs at end of lease
- A safer, less stressed workforce, better equipped to deal with increasing in-car distractions
- Fulfilling your duty of care responsibilities in line with the Health and Safety at Work Act 1974

As a registered charity, we are dedicated to improving safety on the roads, and our not-for-profit status enables us to offer you our expertise at highly competitive rates.

**To book your course, call our customer care team on 0870 120 2910**

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[iamroadsmart.com/business](http://iamroadsmart.com/business)