10 steps
to better driver behavior

Step 1	Where are you now? Analyze current performance	Scrutinize the current **driving performance data** from your fleet management software to identify any problems and get the start point from which to improve.
Step 2	Where do you want to be? Set targets	Give drivers a clear idea of where their driving performance should be by setting a series of **minimum standards** for fuel consumption, speeding, harsh steering, sudden braking, revving and idling. **Benchmarking** against industry peers or across the fleet will ensure targets are realistic and that performance meets predefined standards.
Step 3	Share your plans with senior management	Get **buy-in from both drivers and senior management,** and outline what you hope to improve, by when. **Leadership** is an important factor in changing behavior, with managers and drivers alike. Identify where incentives can be given, through healthy competition and/or rewards, demonstrating how financial incentives can be self-funding.
Step 4	Share your plans with drivers	Involve drivers in early discussions and be transparent to ensure clarity. It is vital that any driver performance scheme is implemented in a positive way and not seen as something to beat your drivers with. Identify **advocates** and make them **champions.** They can be useful in helping you challenge perceived 'norms' and break the 'but we have always done it this way' approach. Highlight the benefits of driving more efficiently to drivers in terms of improved safety. Explain how a stable, fluid driving style is more fuel-efficient than speeding or stop-start driving, and outline the subsequent benefits. Tie this into their **personal performance objectives.**
Step 5	Identify the problem drivers	Contrast current vs target performance figures across your whole fleet to draw up a **league table** to identify the best and poorest performing drivers. Publishing this can be a powerful message.
Step 6	Address problem drivers	Consider the benefits of **targeted training** for your problem drivers and empower them to adopt a better driving style by providing tools that offer **feedback on driving behavior** through an incab device. These give drivers live alerts to highlight when they could be adopting a safer and more fuel-efficient driving style.
Step 7	Reward improvements and good driving behavior	You might want to consider incentives such as extra days off, cash, vouchers, or eligibility for a vehicle upgrade. But in many cases this is not necessary and **recognition and competition** can work just as well to get the same results. Whatever you choose, **clear communication** and **feedback** on progress will get the best results. It's also great to identify particularly engaged drivers and use them as advocates to share success stories.
Step 8	Share results effectively	A weekly or monthly update on individual or team results will let drivers see how they are progressing - use automated reports from a fleet management system to save time. This could be in **league table format** so drivers know how they are performing against their peer group. This helps to promote a culture of continuous improvement, making improving driver behavior **proactive** rather than reactive.
Step 9	Review and refine	Set clear **timelines** to measure program success against **predefined KPIs,** linked to the overall company goals (quarterly, half yearly or annually). Once the initial expectations have been achieved, re-set the baseline to maintain the position and then apply steady growth. Provide feedback to stakeholders on the overall results of the initiative. This leads to a **continual improvement strategy.**
Step 10	Find out more	There's lots more advice and ideas on the TomTom Telematics resource center. **Click any of the links below to find out more...**

WEBFLEET
TomTom TELEMATICS

Let's drive business®

www.tomtom.com/telematics