

3 steps to implementing a safety program

The safety of your employees is likely top-of-mind if you have responsibility over your company's fleet. But, you know that simply asking people to pay attention and drive carefully isn't enough.

Success calls for a safety program supported by your Fleet Manager, Human Resources and your Compliance department. If you're struggling to get everyone on board, you might want to take a look at these 3 proven steps for successful implementation of a fleet safety program.

Need help with your safety program development? Call a LeasePlan expert today at 855-588-3677. Or visit us at www.leaseplan.ca.

Know your facts

A compelling story is essential to convincing your stakeholders of the value of a safety program. To start, provide insight into the current situation – and what it costs! Include facts, such as: number of accidents over previous years, number of lawsuits, most common accident type, bodily injuries or fatalities, at-fault accidents and the loss ratio and insurance premium development over time.

1

Create buy-in

Once you calculate the costs and benefits of a safety program, get buy-in from all levels of your organization. This powerful step means that you – and your company – are serious about safety. Employees will more likely participate if management supports it. Also, explain the need for monitoring and measuring to your drivers. Data collection can infringe on privacy issues. So, double check that you get driver consent where needed.

2

Know what you are offering to whom

Do you want all drivers to participate in the program or only those that have high business mileage? Or those with a poor track record? What will the program consist of and will it be the same for everybody? Keep in mind, the larger your scope, the higher the program costs. An effective way of determining your scope is to draw up a risk profile for each driver. No matter how you approach it, your goal should be to protect your company, your drivers and their families.

3

Keys to Success

- › Buy-in from senior management
- › Clear project scope
- › A positive message to drivers
- › The right timing of the launch
- › Monitoring and measurement



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