



## Driving is Dangerous (but you can *dramatically* reduce the danger)

Speeding through a congested parking lot, c'mon! It doesn't take a lot of experience to realize some things. People are born with a sense of survival, common sense and lots of other innate characteristics. This, and other dangerous driving, is simply a willingness to take chances. On the other hand, some drivers just drive to get from point A to point B with little thought given to "safe" driving. Couple this with some drivers' attempts to "steer" around anything in their path, as opposed to simply stepping on the brake and slowing down and you've got a definite set up for a real problem. Training in proper driving techniques works well when the driver really doesn't know the proper procedures or maneuvers. However, when poor driving is actually the result of anger, frustrations, haste, or simply an indifference to the task of driving, a different method must be used to change that behavior because he/she might already know the right procedure but chooses other action. There is every kind of driver out there, whether on the open road, a city street or even a parking lot. We can train drivers, but we can't change attitudes and emotions, which are frequently the real culprit. Changing driving *behaviors* is possible, however, if the stakes are high enough (as if they aren't already).

First, you need to find out a driver's current driving habits and there's only one real way to do that: take a ride with the driver. And not just around the block. You need several different driving situations. Don't wait until the driver gets a ticket or has a crash. If you test drive all new drivers and then periodically retest everyone, at different intervals, you'll eventually have a good idea of how they react in their normal driving. This is particularly true if you test them often because they will simply become accustomed to it and probably let their guard down eventually. You'll be surprised how quickly this happens.

Once you've found out some of their "chance-taking" habits, you will need to; 1) point out those habits; 2) explain and possibly demonstrate the proper procedure; 3) test again to find out whether the driver understands and can properly perform the correct maneuver, and; 4) get a commitment from the driver that he/she will use the proper procedure in all future driving.

In addition, incentives for continually practicing good, safe driving habits, on the one hand, and, sanctions for poor driving habits, on the other hand, usually assist your efforts to change those behaviors. Getting effective results has never been easy, but you can do it; others have. By the way, this process shows that you mean what you say, and this carries over to other aspects of your business. It's a true "win-win" process.

If you think you're a good driver, or even possibly one of the "best drivers", you could be right, at least a good portion of the time. Increase that time by focusing on driving, **all** the time you drive. Of course, a lot of drivers believe they are very good drivers.

***"If we all did the things we are capable of, we would astound ourselves."***

**-Thomas Edison**

