

# Choosing the right trainer to manage your business auto drivers.



Having one designated trainer helps deliver a consistent message about your driver safety expectations.

Whether you have one driver or a large fleet, designating a driver trainer can help you reduce costly losses for your business. Even if you think your fleet seems too small to justify hiring one person for the job, you can still have an employee take it on as a part-time responsibility. Having one person designated to oversee your drivers can help to:

- Deliver a consistent message to employees about your driver safety expectations, policies and procedures
- Serve as a conduit for both drivers and managers to express their respective concerns to each other
- Create a safety culture with the goal of zero accidents vs. mere compliance with rules

## What will your trainer do for you?

Just as each business is unique, the duties of a driver trainer can vary greatly from one fleet to the next. Defining your wish list of duties will help you determine what's realistic to accomplish, how much time and what resources it will take to equip your trainer, and what special qualifications the ideal candidate needs to make the position successful.

Will your trainer simply present off-the-shelf curriculum developed by another agency? Will he or she monitor driver telematics and ride with drivers to improve their safety habits?

Your trainer can also be called upon to:

- Develop general lesson plans and curriculum to educate your company's drivers
- Develop or obtain specific curriculum to address behaviors and crash types unique to your organization
- Handle the development of audio-visual aids
- Conduct a skills training curriculum for inexperienced drivers who are new to the industry, or who have experience driving other types of commercial equipment
- Complete all prospective candidate road testing to assure consistency in evaluation

## Commercial Fleet Safety: Designating a Driver Trainer

### How to choose your company's driver trainer.

To be an effective driver trainer, it's not necessary to take special courses. Instead, the key requirements are experience, attitude and a general appreciation of the objectives of the job. It also helps when your company supports and equips the trainer with appropriate budget and resources.

When choosing your trainer, it's best to look for someone who:

- Is an exemplary driver and has the respect of other drivers
- Knows the challenges of the driving duties within the organization
- Shows enthusiasm for the job and the company's safety objectives
- Has an understanding demeanor and patience to work with employees regardless of an individual's learning pace
- Displays efficient problem-solving skills and the ability to translate solutions into training opportunities
- Presents materials in a clear, professional manner with the ability to interest and engage an audience
- Understands and interprets records and reports that pertain to driver performance in order to train or correct driving weaknesses
- Maintains the privacy associated with personal information included on driver reports

### Training your trainer through professional certification.

The North American Transportation Management Institute (natmi.org) offers a program that gives your company's trainer the opportunity to earn a Certified Driver Trainer (CDT) designation. This program includes a classroom workshop session and testing, and it provides a certification document citing professional experience and hands-on work.

Certification can be used to elevate the knowledge and skills of your trainer and shows that your organization is committed to safe driving. This investment also demonstrates your faith in your trainer, and your willingness to invest in his or her career development.



### Tools and information to assist your driver trainer.

Nationwide® offers many materials to help companies build successful fleet safety programs, including the brochures shown below. Ask your agent or our Loss Control Services team about these and other useful tools to help your business prevent vehicle losses.

Establishing a Driver Safety Program  
(CMO-0373AO)



Motor Vehicle Records Review  
(CMO-0372AO)



Providing solutions to help our members manage risk.®

For your risk management and safety needs, contact Nationwide Loss Control Services: 1-866-808-2101 or [LCS@nationwide.com](mailto:LCS@nationwide.com).