

# The fleet manager's guide to driver coaching



## Identify when to coach

- Identify risky behaviors that require coaching, such as speeding, harsh braking, distracted driving, etc.
- Analyze trends within your fleet to identify opportunities for group training and pinpoint drivers that require individual or targeted coaching.
- Choose the right coaching method:

### Manager-led coaching – 1-to-1

Best for sensitive situations, repeated behaviors or serious incidents requiring corrective action. Offers personalized feedback and privacy.

### Manager-led coaching – 1-to-many

Efficient for communicating information to a large group, acknowledging achievements and fostering a positive safety culture. Not suitable for individual feedback or sensitive matters.

### In-cab coaching

Provides real-time feedback for immediate self-correction. Ideal for long-haul drivers or situations where frequent depot visits aren't feasible.

### Self-coaching

Enables timely feedback and self-correction before a manager-led session, usually in the form of a virtual training or refresher. Suitable for less serious behaviors and empowering drivers to take ownership of their safety journey.

### Peer-to-peer coaching

Fosters a positive safety culture and provides growth opportunities for experienced drivers. Can be used for onboarding or building community among drivers.



## Prepare for a coaching conversation

- Conduct coaching as soon as possible after an incident.
- Confirm driver receptivity and preferred coaching format.
- Make the driver aware of the topic being discussed beforehand so they can prepare accordingly.
- Tailor the session based on the severity of the behavior and the driver's learning style.
- Prepare to address incidents supported by data and specific examples of infractions.



## Conduct the coaching conversation

- Connect with the driver and reiterate that you care about their safety and that of other drivers.
- Build trust and rapport with the driver.
- Clearly outline the risks of unsafe or inefficient behavior.
- Obtain the driver's commitment to correcting the behavior and agree on follow-up actions.
- End on a positive note and acknowledge the driver's efforts.



## Follow-up and track improvements

- Schedule regular follow-up sessions to monitor progress.
- Analyze data to identify areas where coaching is effective or lacking.
- Regularly evaluate coaching performance metrics and make adjustments to the program.
- Reward drivers for positive behaviors and celebrate successes.