

Road Safety Consultancy

Twenty-three years ago we made the brave decision to develop a unique high quality Driving Instructor Coaching program. Our aim was to deliver training to instructors based on the newly released concept of the Goals for Driver Education (GDE) Matrix. After much research by leading coaches from all over Europe, this was set to be the 'Gold Standard' for teaching learner drivers throughout the whole of Europe.

As a result, we have, to date trained over 1000 Driving Instructors to teach Learner drivers to a much higher standard than traditional methods achieve. Moreover, we developed unique training aids and a training technique that made the process quicker and more satisfying for both the learner and the instructor. As a result, the people we train have taught well over a million new drivers to be much safer on the roads.

Our expertise in this area has, for some time now been in demand in the Middle East, the United States and other Countries. Our Back-to-Basics programs on our eLearning Platform offer users a low-cost option to develop their knowledge and techniques to drive and ride. They contain the detail in step-by-step videos, reading material and quiz questions. We also aim to introduce Virtual Reality clips which will also help.

Our comprehensive range of training materials are also available on the eLearning platform to help trainers. This includes videos, guides to the use of our comprehensive self-help reading materials and quizzes. This material enables the user to develop the skills needed to coach in as simple a way as possible. Beyond this, the instructor needs to gain experience and get relevant feedback from one of our consultant trainers.

In addition, our consultants are available to visit, review systems, recommend ways to improve and work with Authorities to improve road safety. Road engineers often value the unique perspective we bring to a problem from having worked with and studied thousands of drivers' behavior. A simple example of this the world over, is the use of Stop signs. Fact, most drivers pause at best or simply ignore this instruction.

'Ask, do not tell'

As with many research projects, the experts outlined the four-stage process a learner driver needs to go through to become a skilled driver. The first two were to develop basic car and interaction skills on the road, which is basically, learning to drive from A to B reasonably safely. They also determined levels three and four required instructors to coach which is required to aid learners to 'think and decide independently'.

Beyond this, they identified a five stage process each learner driver needed to go through to become skilled. These were, 'Introduced', 'under full instruction', 'prompted', 'seldom prompted', 'independent'. Beyond this, we have to assume they left each Nation State to determine the Standards for their own training programs. So, we took the UK standards and turned this into simple tick box lists for Instructors and learners to use.

Having delivered this program many times, we can confirm that the average learner needs at least 50 hours to become fully independent. Sadly, to date, no European Governments mandate that many hours, which is quite possibly a political decision relating to the cost. It is however quite possible to achieve a sufficiently high standard knowledge with less hours which will then enable the learner to develop independently.

Unique Training methods. Unique Training Aids. Unique development opportunities

Regulating Authorities around the world all seek to make their roads safer (usually measured by fatalities and serious collisions). With the odd exception (Sweden, Norway) the Authority try to use outdated systems such as the Australian Graduated License Scheme (GLS). When a driver gets their License they stipulate who can be in the vehicle with them. Telematics is a much simpler system that works 24/7.

We help to introduce rolling training programs for both schools and instructors who work independently. This enables the trainer to start to train and set development targets for new recruits on day one. The aim is to get them to the point where they start to generate revenue and earn a living. This includes the bespoke and branded materials needed to train and keep records for the purpose of measuring KPI's.

We are currently working on a proposal for a Middle East Consortium to deliver a Privately run School Monitoring and Driving Test service. This entails the production of all forms of documentation needed to comply with the Country's Regulations including a full set of :

- Corporate Structure
- Policies and Procedures
- Health & Safety Manual
- Employee Handbook
- Complete Driving School and Instructor Monitoring Program (including KPI's)
- Complete Examiner Training Program (Including all training aids)
- Deployment and contingency Plans

A free trial session mingling with existing happy trainees makes the course easy to sell. Our unique training and development model would be suitable for Driving Schools Saudi Arabia. It will make it easier to recruit and add revenue to Schools.

Driving Schools already have people who can easily be trained to deliver the program. On every course we have seen at least 15-20% of the trainees who could have been developed. It is essential Schools move in this direction sooner rather than later for a number of reasons. The batch system will soon become redundant and Schools need quality controls in place.

From our experience in the Kingdom, we are confident every School could be self-sufficient within eighteen months to two years. In addition, they would be able to implement their own quality control system. This would enable them to raise the skill of the existing trainers and prepare them to teach on the Public Highway, which will lead to additional revenue streams.

How it works: Consider the organizational structure of any School in Saudi Arabia in the shape of a pyramid with the Operations Manager at the top. Each layer below this will work to develop the skills of every other layer. So, a Senior Trainer will work with trainers, trainees and students. More experienced trainers will learn Senior Trainer duties and those below them.

At every stage each person is motivated to help others and their own careers. Students who benefit from the whole experience tell their friends who are then encouraged to take lessons.

Importantly, those involved will be able to see and be offered career progression to enhance their earning ability. The end result will be safer road drivers and safer roads.
