

Safety *RULES!*



How to Build a Team
that Will Drive Profits Up
and Accidents Down

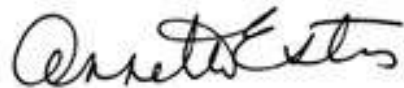
Annette Estes

*Certified Professional Behavioral
and Values Analyst*

Safety *RULES!*

How to Build a Team that Will Drive Profits Up and Accidents Down

Dedicated to all those companies that
take us great places and bring us
great stuff safely and efficiently



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About the Author



Annette Estes is a Certified Professional Behavioral and Values Analyst, Coach, and Managing Director of The Estes Group, located in Taylors, a suburb of Greenville, South Carolina.

The Estes Group, founded in 1991, specializes in helping transportation companies hire and retain safe drivers. Subscribe to her free newsletter at <http://www.hiresafedrivers.com>

Annette is a graduate of the University of the Ozarks, Coach U, and a founding member of CoachVille and the International Association of Coaches. She is an award-winning author and columnist and a professional speaker.

In addition to coaching, her company offers professional development programs for businesses and individuals in the areas of presentation skills training, hiring, team-building, and leadership development.

For more information on The Estes Group, visit <http://www.coachannette.com>

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Introduction

Four times in my life I've come close to being killed in a near-accident with a big truck.

Once my ex-husband and I were driving down a country road in Arkansas. A logging truck was coming toward us and as it passed us, it lost its load of logs. It was fortunate the truck had passed us before the logs rolled off the back, or we surely would have been killed. We were able to get out of the way safely even though the logs were rolling toward us. (I had met my husband when I was the Arkansas Forest Queen. I remember thinking how ironic it would be if we had been killed by a load of tree trunks.)

The other three times, I was driving alone. Once, I was driving down another country road in South Carolina and a truck pulled out onto the road from my left and I narrowly missed hitting it.

The same thing happened on I-85 as I was driving from South Carolina to visit my mother in Arkansas. This time I was going 75 miles an hour in the left lane when the truck entered the highway from the median. Fortunately I was able to move into the right lane and get out of the way.

Then on April 12, 2007, I was driving on I-85 again, going to a workshop in Atlanta. I was in the left lane passing a big truck when the driver started pulling

over into my lane to pass another big truck. Miraculously, there was suddenly a lane to my left; I pulled into it and the driver must have seen me because he pulled back into his lane. I passed the trucks and went on my way, shaken but glad to be alive.

I couldn't figure out how or why that extra lane had been there. It seemed God had put it there just to save my life. On the way home from Atlanta I looked for that lane. Apparently the mishap occurred just as we were coming up on a bridge over Lake Hartwell. There was an extra-wide shoulder over the bridge, and that was the spot where it happened.

Interestingly, the workshop I was driving to was a follow up to an Internet Marketing seminar I'd attended the previous year. I was going to learn more about how to tell the world of my work with transportation companies – how The Estes Group has helped our clients reduce accidents and save money by hiring safe drivers.

This book is to share with you, through research and experience, how and why this process works and the success companies have had using it. It works for construction and manufacturing companies – any business where safety is paramount.

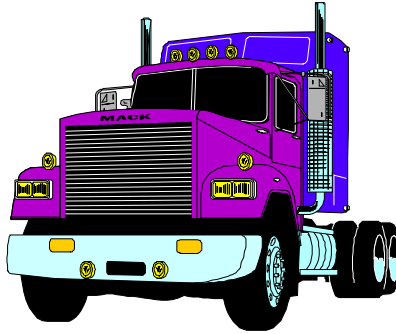
I use the word “drivers” in this book; however, you can substitute “pilots,” “captains,” “engineers,” or “assembly line workers” and the principles are the same.

In 2006, the Federal Motor Carrier Safety

Administration conducted a study which concluded,
“Driver behavior causes most truck crashes.”

Safety *RULES!* is written to help you keep that from
happening at your company.

Chapter 1



Beyond Behavior Based Safety

All of us have abilities, aptitudes, and attitudes that make us right for some jobs and wrong for others. You know that hiring the wrong fleet drivers can be disastrous. Hiring the right ones – and keeping them – can save lives.

Your company has procedures in place to hire, train, and retain the safest drivers. There may be one step you could take that would complement and improve those procedures dramatically. You look at what drivers do – or have done in the past – to determine if you want to hire them.

The process I want to tell you about looks deeper – not just into what drivers *do*, but who they *are*, what motivates them to be the best (or worst) drivers for your company.

Naturally, safety training plays an important role in driver safety. Other factors may be even more significant according to a 1993 study conducted by Behavioral-Values Research Associates.

The research was conducted on railway maintenance workers between the ages of 22 and 64, who had been with (XYZ) Company for an average of 17.5 years. They were given four assessments that measured their behavioral style and attitudes, their knowledge of safety rules, and their pictorial and mechanical reasoning abilities.

The study shows the only significant differences between the two groups of workers (injured vs. non-injured) were in their behavioral styles and attitudes/values.

The research validates that when companies implement a pre-hiring assessment selection system, four things happen.

These companies:

- **Reduce accidents**
- *Reduce worker's comp claims*
- **Reduce turnover**
- *Reduce maintenance costs*

“The bottom line is that it has helped us lower accident cost.”

Clifton Parker, President
G&P Trucking, Inc.

G & P Trucking in Gaston, SC, began assessing the behaviors of all driver applicants in 1996. Within five years the company cut its accident rate in half and saved hundreds of thousands of dollars in accident costs.

G & P President, Clifton Parker says, "We are doing a better job during the hiring process. The behavior testing has given us insight on the applicants' true beliefs and actions rather than finding out later. The bottom line is that it has helped us lower accident cost."

Common sense tells us that drivers who are *naturally* careful and cautious are going to cause fewer accidents than those who are prone to impatience and "road rage." So, transportation companies would be wise to hire drivers with a "long fuse," people who are slow to anger.

The BVRA research found workers with the best safety records are those who have a particular behavioral pattern and values system. First, a little background.

In 1928, Harvard psychologist William Moulton Marston defined the four behavioral styles (DISC) we all have in varying degrees. Around the same time, psychologist Eduard Spranger published his studies of six values or attitudes that determine how we view the world and what's important to us.

Target Training International in Scottsdale, AZ, continued Marston and Spranger's research and produced the first computer-generated behavior and values assessments that companies use today to hire and manage the best employees. These are two of the assessments used in the BVRA research project.

The four behavioral styles defined by Marston are:

D - Dominance
S - Steady
I - Influencing
C - Cautious

Spranger's six values are:

Theoretical
Utilitarian
Aesthetic
Social,
Individualistic
Traditional

In the next chapters, we'll look at each of these behaviors and values in detail and give you a 7-step process that will make sure safety *rules* at your company.

Go back and **order** *SAFETY RULES!* **NOW**