

Driving to Perfection Conference/Workshop

RTANZ Associate member RiteTrack NZ Ltd held its inaugural 'Driving to Perfection Seminar' also known as Achieving Business Excellence by Creating a Vibrant Culture on 16 October 2015 and was pleased to welcome attendees from the transport and logistics industry and congratulate them on taking a leadership role within the industry.

Brian Fielkow the keynote speaker, was also supported by Dr Kathleen Wills, Keith Robinson (Training in Supply Ltd - Health & Safety specialists) and Sarah Gilbert (HR/ Personal Trainer).

The overall message shared by the speakers was that the determining factor for success was in the choices made around culture and values in the business. It was where the metaphoric 'pedal of theory and practicalities' hits the rubber on the road.

John Barley, founder of Ritetrack grasped the opportunity to bring internationally renowned author, speaker and CEO, Brian Fielkow out from the USA to New Zealand to present his 'Driving to Perfection' (D2P) philosophy to Kiwi businesses. The feedback from attendees has been so positive that another seminar is now being planned for 2016 involving more thought provoking initiatives and other experts in the field to inspire and mentor all levels of New Zealand business.

RiteTrack's approach grabbed Brian Fielkow's attention because Barley had managed to bridge the gap between the world of risk and the lifestyle decisions we make relating to our health and wellbeing. This bridge is based on a solid foundation of research and a deep desire to make a change in people's lives and the health of business in which they either work or own.

Brian's knowledge of the trucking industry is extensive, recognising that his D2P concept around culture dovetails very much into RiteTrack's organisational health focus.

Many in business recognise that as the business environment heats up in line with the factors of demand for quality staff (and drivers in particular), heavier compliance along with government monetary policies - that there need to be some choices made in regard to future direction.

Health of a business is not only hinged on the KPIs and financial reporting. It is deeper within the historical measures of enterprise. Health of a business needs to address the true wellbeing of its people, the environment within the business and also the marketplace in which it exists. It is an eco-system requiring resilience and sustainability. It must be able to breath.

The business environment is changing. Is the environment choking the life out of your business? Finding a solution to cut back the heat to meet KPIs seems a big challenge. Barley emphasises that the solution focuses



Brian Fielkow, President of Jetco Delivery

on addressing basic fundamentals - ie stress in the workplace is the primary cause of many of the losses that businesses experience. Losses and accidents are purely symptoms - many of which are not even accounted for in the financials.

RiteTrack founders have a passion to turn these results around. The mission is to understand the conditions that create the losses/wastage and the focus is on the people. Barley says "It's the people and culture within the business that differentiates it from competitors, thus affecting the precious KPIs positively".

New Zealand's transport industry has the same issues as the industry worldwide:

- Shortage of qualified staff
- Absenteeism
- Presenteeism
- Increasing costs of operation
- Health and Safety compliance
- Government regulations etc.

The basic laws of nature require growth

No growth = Stagnation
Life = Growth

The transport industry needs sustainable growth and Fielkow's personal experience has shown that culture change can and does positively affect the bottom line. This is obtained by changing the culture within a business and getting staff fully involved in adopting solutions that encourage organisational health at all levels. The message that came through at the Driving to Perfection Conference is that literally all the ills of a business can be better addressed within a culture where all staff can contribute to outcomes.

Focusing on KPIs to the exclusion of all else and working to the maximum is just not sustainable. Critical points are often reached

New road safety billboards for West Coast

The West Coast will soon get 12 new road safety billboards, in time for the influx of tourists expected this summer.

The billboards are the latest initiative from the Visiting Driver Signature Project (VDSP) — a partnership between central government, local government and the private sector.

"Partners are working together to promote safe driving messages to tourists at all stages of their holiday," says associate transport minister Craig Foss.

Foss says the messages are being delivered from the planning stage until the tourists arrive in the country and take to the road.

The VDSP, which was expanded earlier this year to include the West Coast, is part of the Government's \$3.2 billion road safety investment over the next three years, through the National Land Transport Programme.

This programme includes road safety promotion, road policing and building and maintaining safe roads and roadsides.

The billboards will have three messages: 'Keep left', 'Your speed affects others, slow down' and 'Allow extra time on NZ roads'.

"The Government is committed to improve safety for all road users. Billboards are a simple yet effective way to get the message across," says Foss.

Five billboards were installed along popular tourist routes in time for Labour Weekend, with seven to follow later in November.

In addition to the billboards, 5000 road safety information cards for visitors will be distributed to tourist operators.

Volume One of the VDAM Permitting Manual complete

To help make life easier for freight operators we have produced the first volume of a new Vehicle Dimension and Mass (VDAM) manual.

Here at the NZ Transport Agency we are always looking at ways to make the permitting process simpler and more efficient, while fulfilling our statutory requirement to ensure we consider the safety of all road users when issuing permits.

That is why we have started the process of gathering all the information about Vehicle Dimension and Mass (VDAM) permitting into a new manual.

"This manual provides a one-stop-shop of everything you will need to know about applying for and operating under a permit," says Kelly Timms, the Transport Agency's Customer Access Operations Manager.

Volume One of the manual is now complete and covers the latest VDAM Rule amendments, information on operator safety checks and more and you can view it on our website at:

www.nzta.govt.nz/hpmv

The VDAM manual combines HPMV, overweight and over dimension permitting information, so the old HPMV Permitting Manual and the Overweight Permit Manual have now been removed from the website.

Volume Two of the manual, which will be completed later this year, will outline the processes and procedures that apply to permit applications.

Once this has been done the two volumes of the completed manual will serve as a transparent body of knowledge of how the Transport Agency permitting staff and contractors carry out the due diligence required when assessing a permit application.

and when this occurs costs can outweigh the assumed profits to be earned. Approximately 20% of the costs are covered by insurance. The remaining 80% (which are never accounted for in the KPIs or financials) do exist but only become obvious after a period of time. As an example they include such issues as loss of client business due to inability to meet deadlines after one or more fleet vehicles is damaged in road accidents.

RiteTrack utilises very easy to apply solutions to assist business owners to excel with sustainable growth. Some simple points to examine to help you move forward:

- Look at the health of your employees.
- How much money are you losing due to absenteeism, illness and presenteeism?
- Can you measure the level of stress in the workforce?
- What communication channels do you have open to address and assist your employees so that you can prevent losses from occurring?

Look at the environment, consider:

- Providing fresh fruit to employees.
- Get rid of fatty canteen food.
- Have a simple exercise programme in your business location.
- Consider creating a communication channel between management and employees.

Small steps long term can create big results. And this is just the start.

As Fielkow said "values are cast in stone, business priorities are flexible" and take care not to confuse them.

To reach optimum growth of the business and the individual employee the growth needs to be sustainable to permit the opportunity of a healthy financial bottom line.

Fielkow experimented with culture change in order to attain the 'sweet spot' in his own company, Jetco Delivery. Fielkow and Barley are now working in collaboration to create a very powerful fresh solution which enables growth and financial health within

businesses in New Zealand.

Congratulations to Flat Deck Carriers who won the Dole International prize at the Driving to Perfection Conference - the prize is a year's supply of bananas.

Thank you Dole for being so supportive of driver health and embracing the Driving to Perfection concept.

Background

Brian Fielkow is the president of Jetco Delivery, a multimillion-dollar logistics company specializing in regional trucking, heavy haul and national freight. Jetco was featured as one of the Houston Business Journal's 'Fastest Growing Companies' and was voted a 'Top Workplace' by the Houston Chronicle. He is the author of 'Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Culture', a how to guide for CEOs based on his 25 years of leadership experience in both public and privately held companies. Previously he served as COO of the Peltz Group (the nation's largest privately held recycling company with more than US\$700 million in operations), was the executive vice president of Recycle America Alliance, a subsidiary of Waste Management (the largest environmental solutions provider in North America) and practiced corporate law after receiving his JD from Northwestern University.

John Barley - MCIT, IBANZ, AIINZ, Dip Bus Mg Stud (Insurance and Marketing) is the managing director of Barley Insurances Ltd (boutique insurance brokerage) and one of the few independent brokers remaining in the New Zealand market. He has 30+ years of experience covering all aspects of insurance within the New Zealand and Lloyds markets (UK). He is also the managing director of RiteTrack NZ Ltd, the insurance arm of Barley Group which focuses on risk management through wider organisational health (providing a toolbox of products and services to improve productivity, profitability and create business resilience).

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