

EXECUTIVE MESSAGING WORKSHEET

Gain executive support for your proposal by quantifying the ROI of driver safety training. Use the pre-populated information as a starting place, and reinforce your message with supporting statistics. If you can't access company data, ask colleagues for estimates or use industry statistics. We've also included a few pages at the end for you to create your own executive messaging worksheets.

TITLE

CEO



GOALS & RESPONSIBILITIES

- Company profitability
- Improve performance
- Reduce risk
- Gain competitive advantage
- Protect brand image



VALUE PROPOSITION

- Consistent, comprehensive safety training reduces risk, prevents expensive claims and supports profitability.
- Documented training is a powerful risk management shield when required for compliance or legal defense.



SUPPORTING STATS

- Recent claim settlement amounts
- Driver and truck downtime (in hours or days) following an incident
- Negative press following an incident (from your fleet or others)
- ITI's online learning system creates a permanent record of individual driver training

EXECUTIVE MESSAGING WORKSHEET

TITLE

COO/ VP OF OPERATIONS



GOALS & RESPONSIBILITIES

- Maximize revenue per truck per day
- Match available capacity to demand
- Improve regulatory compliance
- Minimize non-revenue generating empty miles
- Retain drivers



VALUE PROPOSITION

- Incidents take drivers, trucks and capital offline. Safety training and proactive initiatives are proven to keep drivers on the road.



SUPPORTING STATS

- Billed ratios
- Driver turnover due to safety issues
- Average hours/days trucks are offline due to a crash
- Average days drivers are offline due to a crash
- Cost of expediting cargo due to crash or incident

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TITLE

CFO



GOALS & RESPONSIBILITIES

- Ensure there is a clear ROI on every capital investment
- Minimize costs
- Protect the bottom line



VALUE PROPOSITION

- Continuing to reactively pay claims is a risky gamble. Settlements of \$10 million or more are not as rare as they used to be.
- The focus needs to be on prevention. Frequent safety training is directly related to fewer accidents and lawsuits and safe drivers also get better MPG.
- Online training is a cost-effective way to establish a culture of safety without taking drivers off the road. The fleet is safer and more productive.



SUPPORTING STATS

- Recent claim settlement amounts
- Post-crash litigation
- Increased insurance premiums
- Workers comp claims
- Average cost of repairs
- Reduced lifespan of equipment

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EXECUTIVE MESSAGING WORKSHEET

TITLE

VP/DIRECTOR OF SAFETY



GOALS & RESPONSIBILITIES

- Creating a strong culture of safety
- Incident prevention
- Improve performance
- Reduce risk
- Lead/develop effective safety initiatives



VALUE PROPOSITION

- Online training provides a targeted approach to incident prevention. Because drivers come with different levels of experience, cognitive abilities and skill/knowledge, one size doesn't fit all. With online training drivers complete training based on ability, not to time.



SUPPORTING STATS

- Driver training cycle time
- Cost of instructor-led training vs. online training

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***GOALS &
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***GOALS &
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