

# Defensive Driving: “Identify your Why”

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As part of this defensive driving video I thought it would be nice to pause for a moment and think about your why. Why drive defensively? We have already discussed how to drive defensively but without a solid “Why”, it is tough to stay focused on the goal of driving defensively.

So, before you take this to your staff, I want you to think about your why. For example, why did you decide to start your business? Has your “why” changed over the year? Remember that your “why” is what gets you out of bed every morning to do what you do. Your “why” is what motivates you to do it well.

Now, put yourselves into the shoes of those we are asking to drive defensively. If we want them to truly buy into the idea of safety and defensive driving, they need a “why”. A “why” that will get them up in the morning with a desire to drive safe. Some of you will say, “if they want to keep their job, they will do it”, but some of you will give this real thought and find ways to help your drivers identify a “why”. Maybe so they can get home safely. Maybe so they don’t hurt someone else on the road. Maybe they will respond to how their driving affects the company and how that affects the other families that rely on the business to make a living. The more we can tap into an emotional connection, the stronger their desire will become to drive defensively.

Have fun with this one. Recognize the hazards: your employees might stop caring about safe driving, Understand the defense to avoid the hazard: help them identify a solid “why”, and Act correctly to get to your destination safely. R U A Defensive Driver?