



THE SAFETY CURVE... IS YOUR SAFETY A PROFIT CENTER

By: Jay Wommack

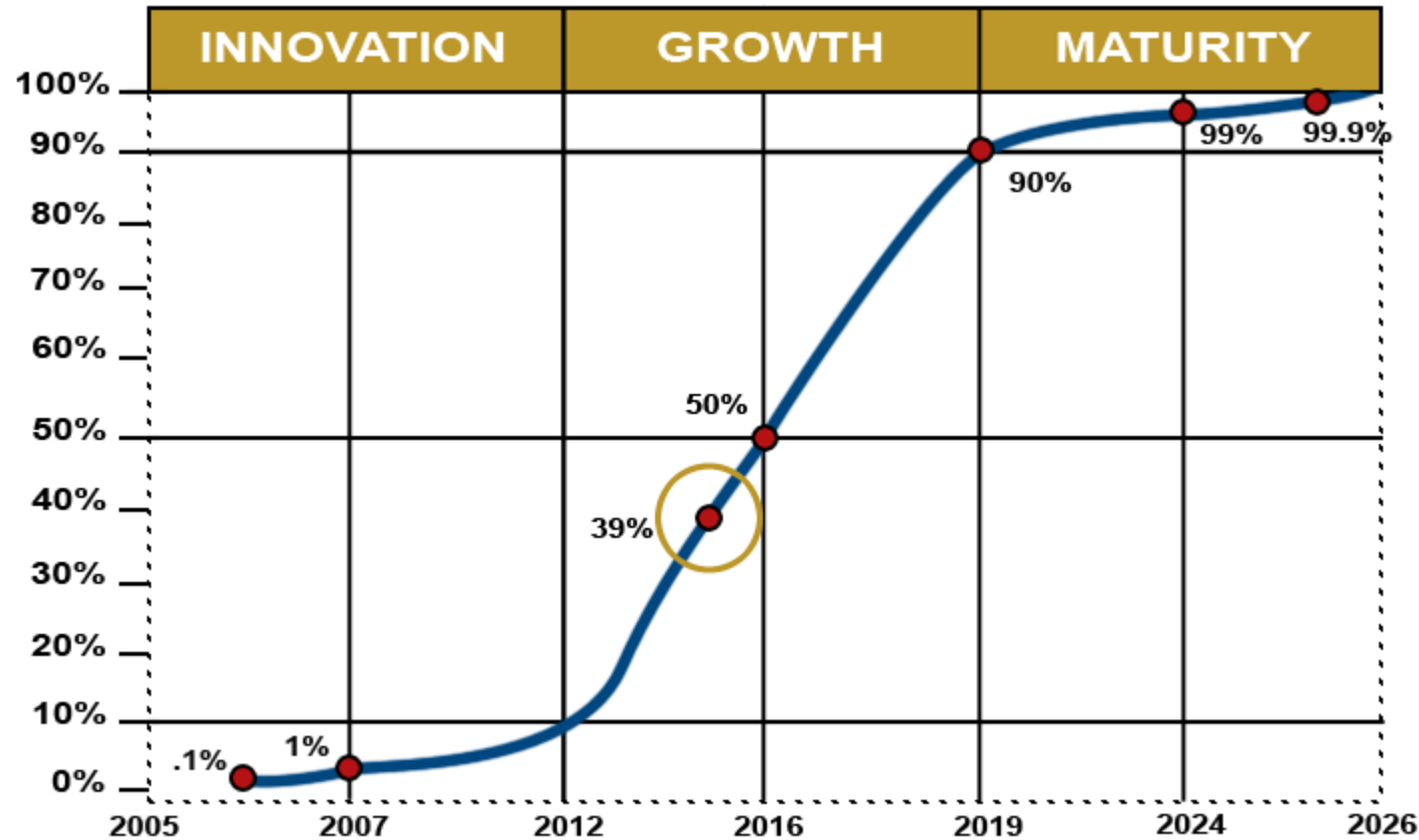
HOW WE SEE THE WORLD

- Changing Technology...The S curve
- Forecasting Interest Rates and economic growth
- Disruptive Demographics
- Web Based (On line) Training (Communication)
- The Checklist Manifesto (Assessment Programs and Dynamic Checklist)
- Adapt or Die
- Change MUST be \$\$\$\$

ROI

- Reduce driver violations by 82.7%
- Cut cost of orientation by 1,000.00 per driver
- Reduce driver turnover by 53%
- Improve mpg by 3.6%-13%
- Reduce accidents by 17.1%
- Improve CSA unsafe driver scores
- Improve CSA hours of service score

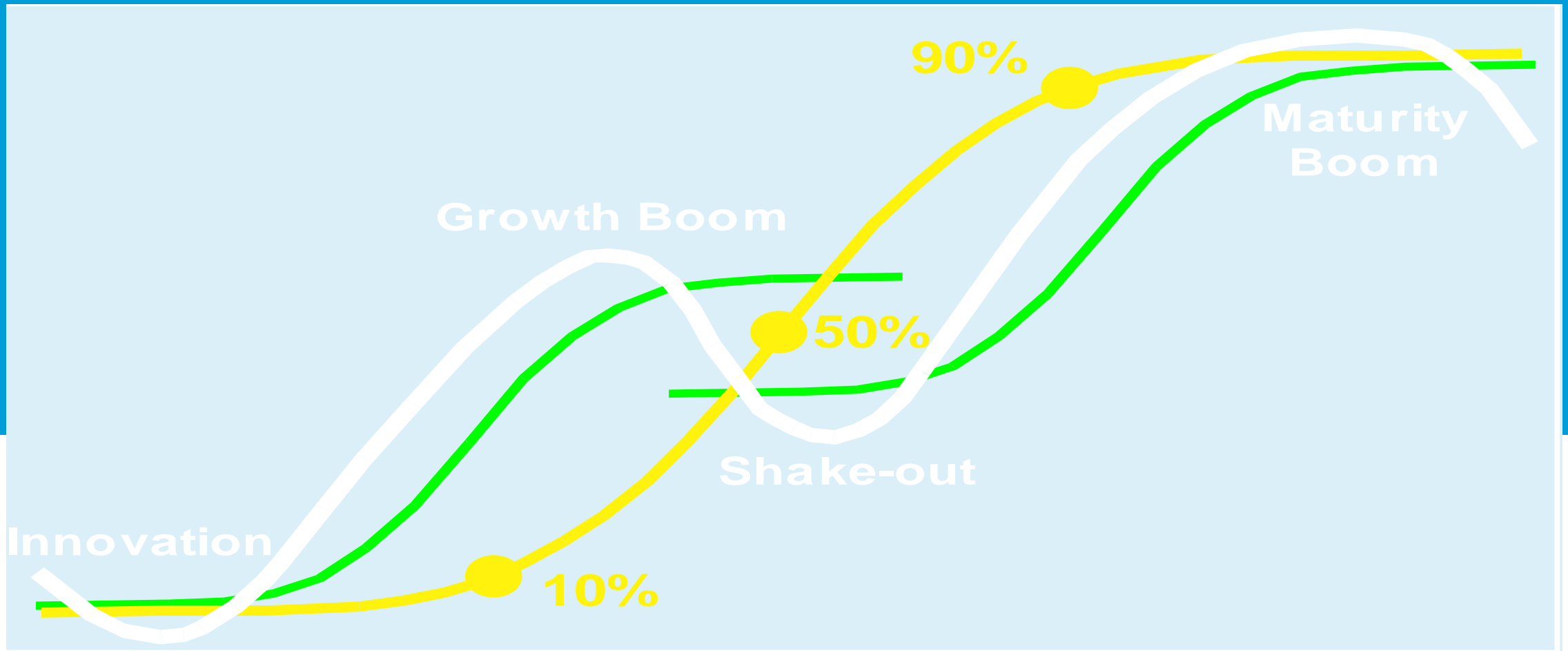
STARTS WITH UNDERSTANDING S-CURVE



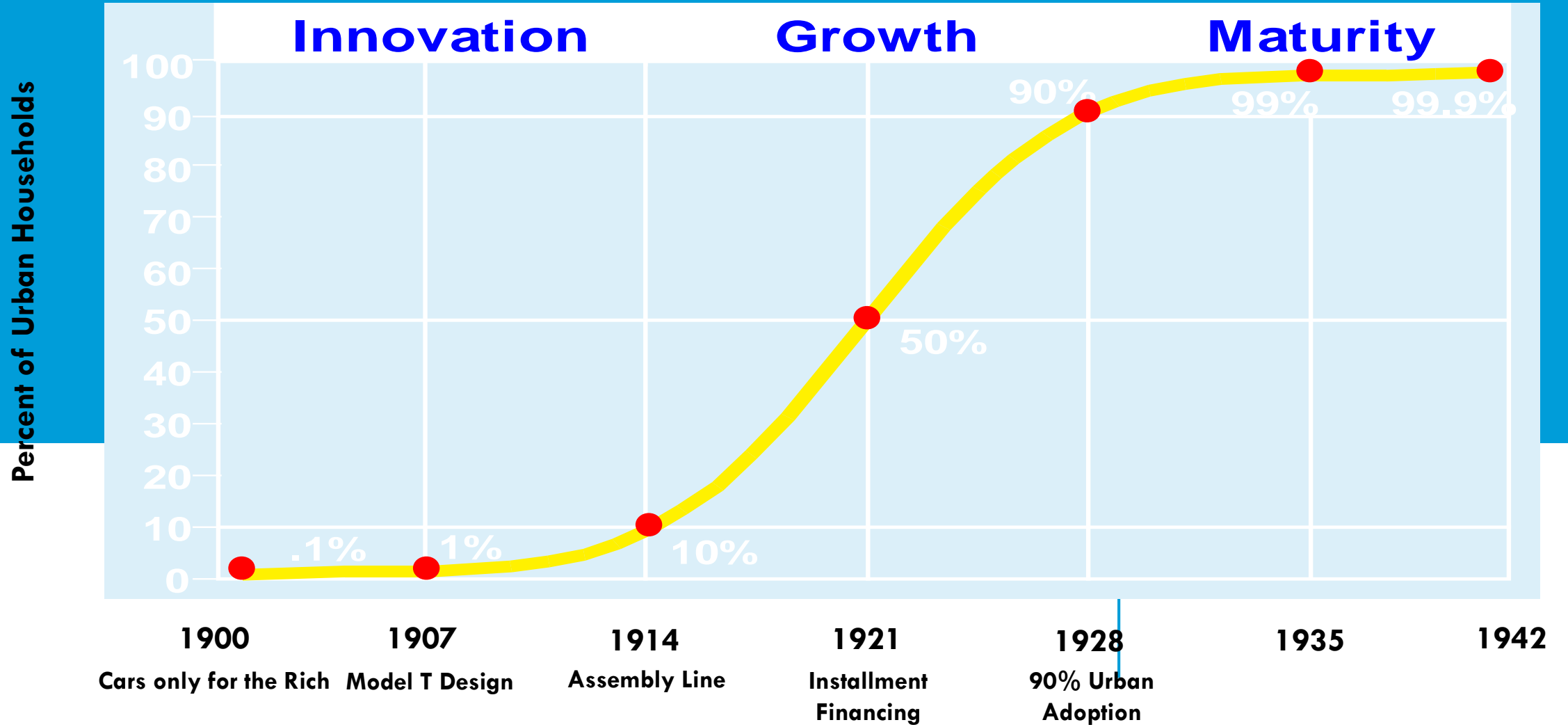
Trends in e-training

1. Average age of user in 2002 was 27 and in 2014 was between 25 - 34
2. 58% of the populace now have smart phones
3. Top 3 Areas for online training in 2014:
 - a) New hire onboarding,
 - b) Administrative/Compliance topics,
 - c) Sales training

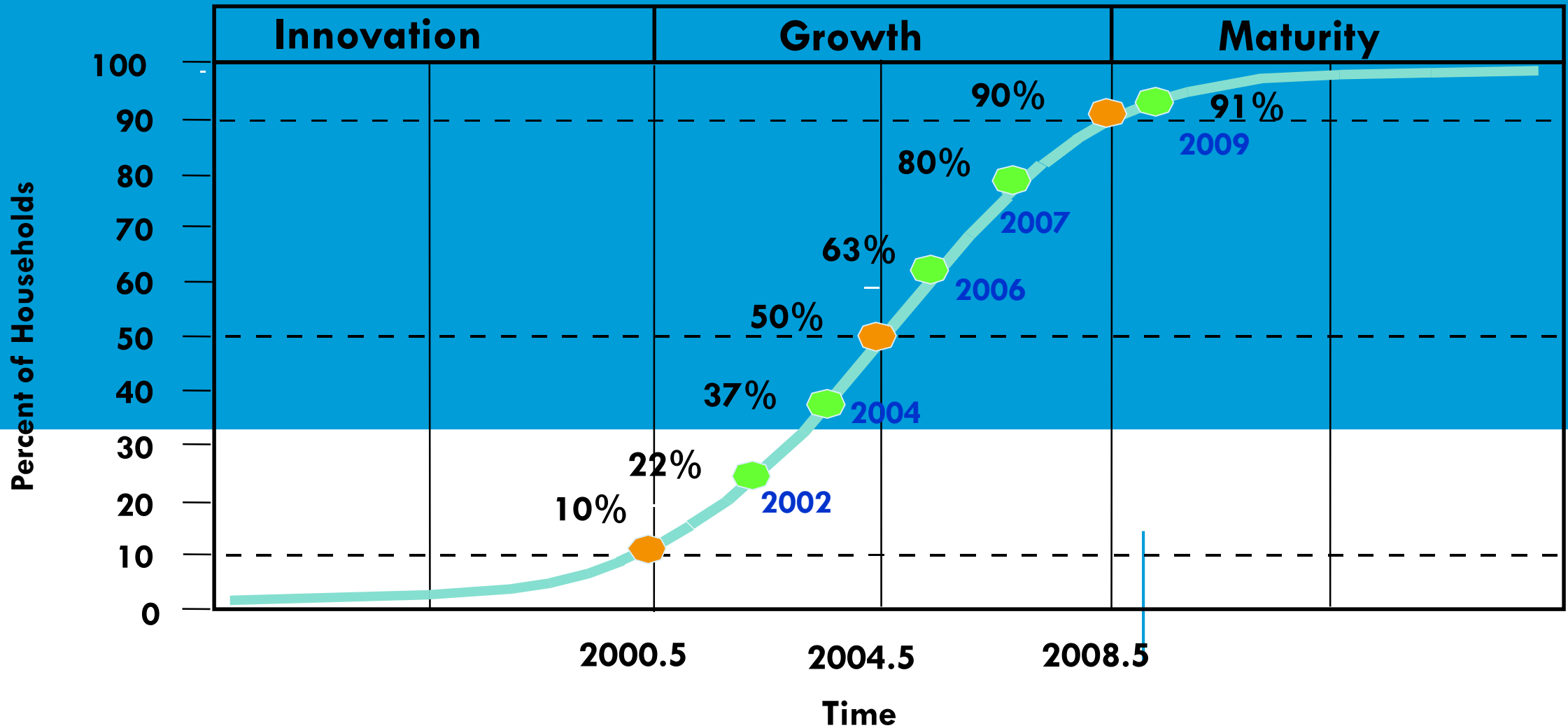
THE INDUSTRY LIFE CYCLE



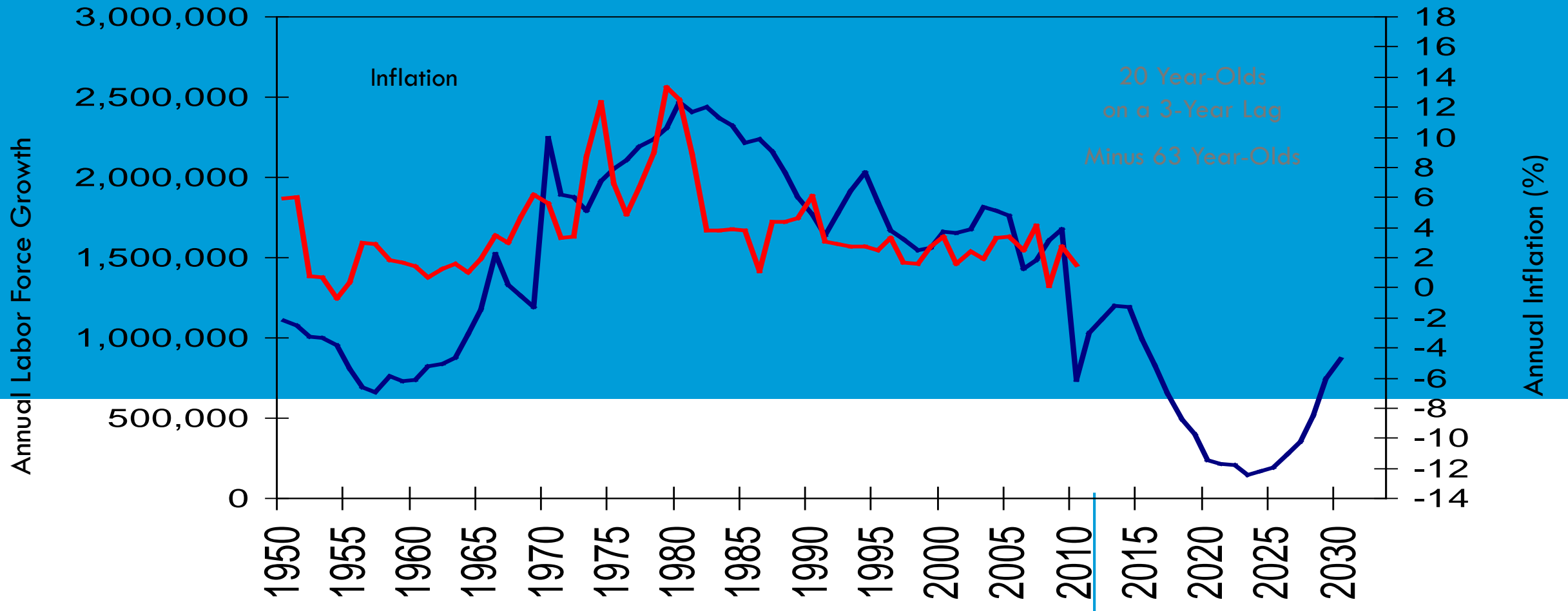
THE S-CURVE IN CARS



BROADBAND S-CURVE



WHY DRIVER SHORTAGE



TALKING POINTS

- Know your numbers
- Adapt or die
- Be creative
- Be consistent
- Peanut butter pie



CORPORATE CULTURE

1. Do you have a culture of... safety, retention, family
2. Ray Haight ...retention
3. Dan Baker ...mentor
4. Involve Family...Allen Hicks
5. Table Group/ Myers Briggs
6. Nick Saban/ John Wooden
7. Walt Disney

BEGINS WITH A DELIVERY AND ASSESSMENT PROCESS

- Cloud technology – no software or hardware required.
- Access wherever there is internet connection 24/7 - 365
- Complete testing, tracking, and reporting
- Independent 3rd party validation of training & testing
- Monitor and assess training to measure it's effectiveness



CREATING EFFICIENT EMPLOYEES BEGINS WITH RECRUITING AND HR

HR can begin the orientation process immediately while doing a background check:

- Consistent orientation message
- Eliminates NO-SHOWS and saves you those expenses
- Reduces your orientation time. ..drivers on the road sooner; others up to speed
- Set's the tone of expectations and how efficient your company runs

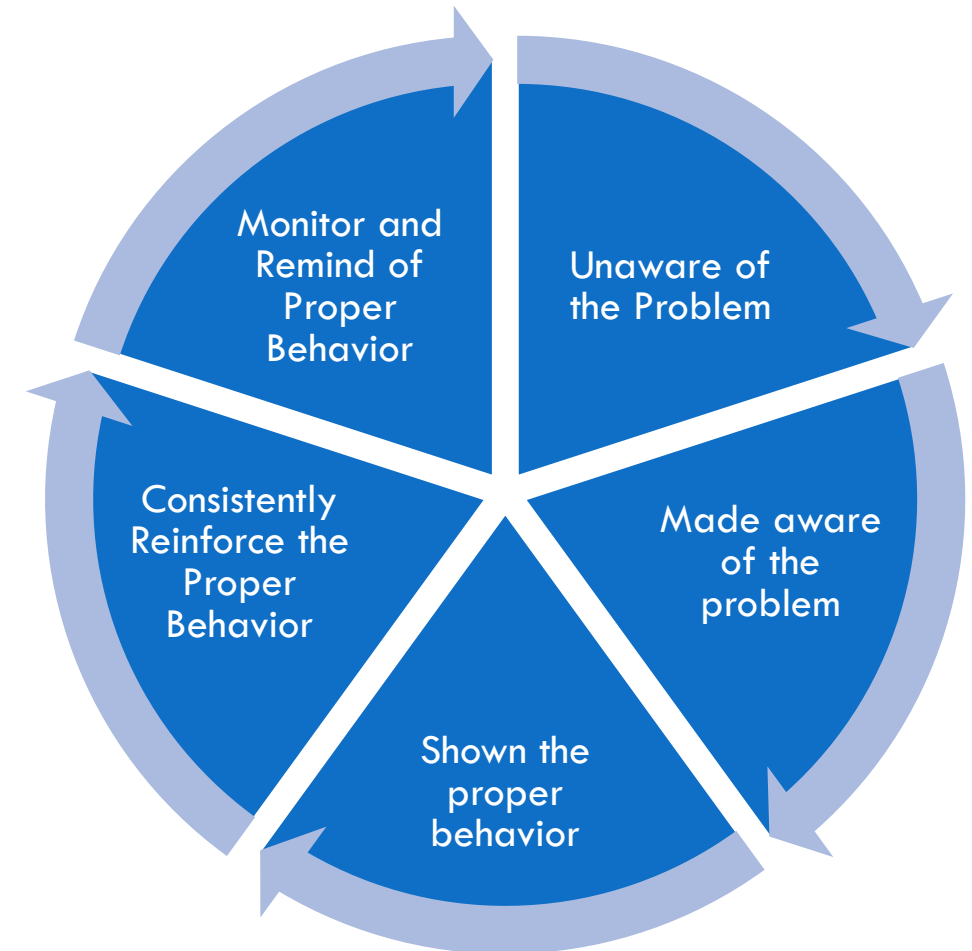
“We knew Infnit-i would be cost effective – reducing staff time, dollars, etc., but what we did not anticipate was the human resource value. The system actually helps us identify our future best employees. Shortly after launching Infnit-i, we discovered that the applicants who finish the online process are the initiative takers and have a level of self discipline that translates into a superior driver. It weeds out those individuals who aren’t serious about their careers.”

-Tim McClain – Swift Transportation

CREATING EFFICIENT EMPLOYEES CONTINUES DAILY

Provide consistent on-going training to:

1. Inform employees of new information
2. Reinforce good behavior
3. Change bad behavior
4. Show your employees how much you're invested in them



KEEPING EFFICIENT EMPLOYEES REQUIRES COMMUNICATION

- Keep them updated with what's happening with your company
- Send to them positive messages of encouragement and caring
- Make your employees celebrities by announcing what individuals are doing right either by picture or video
- Share with your managers and employees exact strategies for solving problems so everyone is aligned
- Involve the families...Christmas contest etc
- Make it easy to access company information, have a web resource center for them

“ We were able to cut our driver turnover by 82% over the past 4 years with the help of Infnit-i.”

-Vern Edwards – Spirit Express (now R+L Carriers Shared Services)

CONTINUE, MEASURE, ADJUST, AND REPEAT

CONTINUE >

THANK YOU

Jay Wommack Cell 903-244-2192

Randy Sturdivant Cell 903-293-6805

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