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## **ROAD SAFETY & ETIQUETTE SKILLS TRAINING**

**DATE: 30<sup>TH</sup> JULY - 3<sup>RD</sup> AUGUST 2018**

**VENUE: LAKE NAIVASHA COUNTRY  
CLUB**

**COST: KSH 81,500 (EXCLUSIVE VAT)  
PER PERSON**

**NITA REGISTERED: NITA/TRN/916**

### **INTRODUCTION**

Each year over 1 million people are killed and 50 million injured on roads around the world. Without new and effective action, deaths in low to middle-income countries are forecast to rise steeply. At the same time, progress has slowed in recent years in the better performing countries where investment in preventing and reducing serious health loss from road traffic injury is not commensurate with its high socio-economic cost. This cost has been estimated at around 2% of EU countries' gross domestic product - around Euro 180 billion and twice the EU's annual budget. Between 3,000 and 13,000 Kenyans lose their lives in road traffic crashes every year. The majority of these people are vulnerable road users – pedestrians, motorcyclists, and cyclists. In addition, nearly one-third of deaths are among passengers – many of whom are killed in unsafe forms of public transportation according to World Health Organization.

Safety on our roads is of paramount importance. This seminar aims to disseminate the modern techniques that defensive drivers employ to ensure road safety. The keys areas of emphasis in this seminar includes but not limited to knowledge, foresight, alertness, judgment, confidence, and decisiveness. The gist of this seminar is to train all staff involved in transport services and especially drivers to be patient, cooperative, and courteous to ensure safety on our roads.

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Cellphone: +254 722 352 680/ 731 352 680

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This five-day training is intended for all staff involved in transport services and drivers in private, public and non-governmental organizations. The training will focus mainly on road etiquette, highway code, emergency repairs, practical driving, first aid and ethics of road safety and transport management. Participants will also understand how they contribute to the bottom line of their organizations and road safety of other users. This course allows participants to understand the risks and consequences associated with certain driving behaviours.

## COURSE OVERVIEW AND OBJECTIVES

The course objectives and outline will cover:

- ✓ **PERSONAL** safety and company rules
- ✓ **PROVIDE** basic overview on road safety & traffic management issues in view of the alarming increase in vehicular population in the country.
- ✓ **DRIVER BEHAVIOR**-Observation, Anticipation, Hazard perception and identification Planning and action
- ✓ **DRIVER CONDITION**-Fatigue management, Drugs and alcohol, Medication, "shift lag" causes, symptoms and prevention
- ✓ **DRIVING ERRORS AND VIOLATIONS**-Failure to observe hazards ahead, Speeding, Misjudging speed of others, Breaking traffic rules, Incorrect overtaking maneuvers, Poor road position, Misleading or absence of signaling, using mobile phones or two way mobile communication devices while driving
- ✓ **DRIVING ENVIRONMENT AT LOCATION**-National accident statistics, Company accident types, Local road conditions, Climatic and environmental conditions, Conditions of local vehicles, Common driving style at location
- ✓ **DRIVING TO SURVIVE**-Scanning techniques of road ahead, Use of mirrors, Peripheral vision, Other senses, such as hearing, smell and touch
- ✓ **THE DRIVING PLAN WHILE DRIVING**-Identify hazards, Select defensive driving technique, understand the driving defense, Decide how to implement the driving plan, Position, speed, gear and acceleration.
- ✓ **VEHICLE CONTROL-OUT ON THE ROAD**-Acceleration, Braking/deceleration/stopping distance, Use of gears, Steering, Standard road position, Line of sight, Cornering, Following position, Overtaking position
- ✓ **CUSTOMER CARE AND DRIVER ETIQUETTE**-Road Common sense, your contribution as a driver to company's performance-The bottom line, your image is a mirror of the company
- ✓ **ORGANIZING PRACTICAL**-Before practical, four steps for assessment.

## EXPECTED OUTCOMES

Participants to this course are expected to learn road safety tactics and help foster sanity in our roads. Delegates will learn the desirable characteristics that enhance road safety. The training will impart five most important requirements for road safety. These are:

- ✓ **KNOWLEDGE:** Participants will learn about road safety techniques which include how to recognize hazards, avoiding collisions and the traffic laws. This knowledge will help participants know how to act correctly and quickly in traffic situations. They will learn how to properly maintain their fleet in safe operating conditions.
- ✓ **ALERTNESS:** Participants will learn how to be alert, both to traffic conditions and to how their own mental and physical conditions may affect their driving.
- ✓ **FORESIGHT:** Delegates will understand that their worst enemy is the unexpected. They will practice long-range foresight by keeping their vehicles well maintained, by checking them before driving, and by always wearing a safety belt.
- ✓ **JUDGEMENT:** Participants will be equipped with knowledge on the importance of clear thinking and planning ahead to make decisions wisely and quickly. They will be trained on safety and encouraged to always look for the safest, rather than the speediest, alternatives in any traffic situation.
- ✓ **SKILL:** Delegates will be trained with the skills necessary to operate vehicles properly and safely. They will learn how to “listen” to their cars for signs of engine trouble, and to perform simple emergency repairs.

## BENEFITS TO PARTICIPANTS

The benefits derived from this training are immediate. This training is an investment in the future of your organization and your employees of which the return on investment is immediate. Building skills and improving knowledge helps your staff to ensure a high degree of competency and confidence in the use of company’s vehicles and compliance with general highway code of Kenya. There is an ancient Chinese proverb that says: *“Give a man a fish and you feed him for a day. Teach a man to catch fish and you feed him for a lifetime.”*

Participants will learn other skills that reduce cost to the company and include:

- **Highway Code:** It is the only regulatory mechanism that maintains appropriate behaviour by drivers and teaches them to recognize road signs and respond to them both in time and correctly.

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- **Technical Knowledge:** This is to ensure that the driver understands the limits of the machine and will have sympathy with the various controls.
- **Emergency Repair:** In the event of a breakdown while out on the job, the driver will have sufficient knowledge to carry out minor repairs and safely deliver the car instead of incurring extra costs by calling for breakdown services and the owner.
- **Ethics of Good Driving:** A series of in depth lectures are given backed with slide projections and video shows to enlighten advanced drivers on common motoring stresses like road rage, rudeness and anger, road courtesy, anticipation and general road sense.
- **First Aid:** an intensive course in First Aid is prescribed for all advanced drivers and is supervised by St. Johns ambulance.
- **Practical Driving:** this part of the course is designed to put the instructor and students on a one to one trial run where the instructor observes the habit of the student, the application of the skills already taught, and general understanding and response to various road situations and conditions.

## BENEFITS TO YOUR ORGANIZATION

The company will in addition enjoy the following unique benefits which largely contribute to the financial bottom line:

- ✓ Reduced crash rates and fuel costs
- ✓ Reduced vehicle maintenance and repair cost and insurance cost
- ✓ Reduced depreciation cost, replacement cost and motor vehicle incident rates
- ✓ More positive driver attitude and responsibility towards company assets
- ✓ Increased awareness of the importance of road safety and drivers' education.
- ✓ Customer focused team of drivers control liability costs associated with work-related vehicle crashes
- ✓ Decrease workers' compensation claims and improve productivity by keeping employees safe, on and off the job
- ✓ Protect your brand by improving public perception of your driving practices

## PRE-REQUISITES

- ✓ Knowledge and experience in driving any class of motor vehicles
- ✓ Valid driving license
- ✓ Right driving attire
- ✓ Involvement in transport and fleet management

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## WHO SHOULD ATTEND?

The road safety and etiquette course will benefit all staff in transport, administration and logistics in an organization including all drivers.

- ✓ Transport officers, Logistics officers, Transport assistants and Logistics assistants
- ✓ Commercial Drivers, Truck Drivers, Ambulance Drivers and Private vehicle drivers
- ✓ Ambulance Drivers, Pick Up and Bus Drivers, Motor Cyclists and School and college Drivers

## OUR METHODOLOGY

Our training approach is unique and is intelligently designed to deliver the expected outcomes of this course. It is based on a consistent, sound and proven approach that we have perfected over time. Our training approach is interactive and enhances participation, understanding and absorption of new ideas and habits. Our training methodology is designed to offer extensive use of real life insightful case studies, creative group exercises structured to consolidate taught skills and ensure a degree of competency and confidence in how we ensure road safety on the high ways. The exercises will be highly stimulating, thought provoking and moderately challenging, but fun to carry out such that participants will learn without feeling the mental discomfort of learning. We employ the latest interactive training and group training techniques to deliver an unforgettable learning experience. In addition to power point presentations, we shall offer hand-outs as future reference material.

The expert resource persons leading this training have *more than thirteen (13) years'* experience in road safety training. Participants will be grouped into teams to undertake practical learning exercises. The training methods will be a combination of the following approaches:

- Presentations through lecturing and Group Exercises and games
- Demonstrations and Case Studies (Group discussions and Presentation) to enable interactions between the facilitators and the participants and among participants.
- Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies and Practical training sessions with scoring

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## COURSE DURATION

The course duration is five (5) days that will run as per our 5-day training programme. The length of the training is adequate to cover the entire course as shown in the timetable and course programme below.

## TIME TABLE

<b>DAY ONE</b>	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 11:00 am	Personal safety and company rules
<b>11:00 am – 11:30 am</b>	<b>MID-MORNING BREAK AND REFRESHMENTS</b>
11:30 am – 1:00 pm	Driver behaviour and condition
<b>1:00 pm – 2:00 pm</b>	<b>LUNCH BREAK</b>
2:00 pm – 4:00 pm	Driving errors and violations
<b>4:00 pm – 4:15 pm</b>	<b>COFFEE/TEA WRAP UP &amp; END OF DAY ONE</b>
<b>DAY TWO</b>	
8:00 am – 9:00 am	Arrival and Registration
9:00 am – 11:00 am	Driving environment and driving to survive
<b>11:00 am – 11:30 am</b>	<b>MID-MORNING BREAK AND REFRESHMENTS</b>
11:30 am – 1:00 pm	Driving plan
<b>1:00 pm – 2:00 pm</b>	<b>LUNCH BREAK</b>
2:00 pm – 4:00 pm	Vehicle safety and recovery
<b>4:00 pm – 4:15 pm</b>	<b>COFFEE/TEA WRAP UP &amp; END OF DAY TWO</b>
<b>DAY THREE</b>	
8:00 am – 9:00 am	Arrival and Registration
9:00 am – 11:00 am	Practical assessment
<b>11:00 am – 11:30 am</b>	<b>MID-MORNING BREAK AND REFRESHMENTS</b>
11:30 am – 1:00 pm	Practical assessment
<b>1:00 pm – 2:00 pm</b>	<b>LUNCH BREAK</b>
2:00 pm – 4:00 pm	Health issues
<b>5:15 pm – 5:45 pm</b>	<b>COFFEE/TEA WRAP UP &amp; END OF DAY THREE</b>
<b>DAY FOUR</b>	
8:00 am – 9:00 am	Arrival and Registration
9:00 am – 11:00 am	Introduction to customer service
<b>11:00 am – 11:30 am</b>	<b>MID-MORNING BREAK AND REFRESHMENTS</b>



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11:30 am – 1:00 pm	Principles of distinctive customer service
<b>1:00 pm – 2:00 pm</b>	<b>LUNCH BREAK</b>
2:00 pm – 4:00 pm	Effective communication
<b>5:15 pm – 5:45 pm</b>	<b>COFFEE/TEA WRAP UP &amp; END OF DAY FOUR</b>
<b>FIVE</b>	
8:00 am – 9:00 am	Arrival and Registration
9:00 am – 11:00 am	Handling difficult customers
<b>11:00 am – 11:30 am</b>	<b>MID-MORNING BREAK AND REFRESHMENTS</b>
11:30 am – 1:00 pm	Etiquette
<b>1:00 pm – 2:00 pm</b>	<b>LUNCH BREAK</b>
2:00 pm – 4:00 pm	Emotional Intelligence
4:00 pm – 5:15 pm	Wrap up, Issuance of Certificates, Cocktail and participants leave at their Pleasure
<b>5:15 pm – 5:45 pm</b>	<b>COFFEE/TEA WRAP UP &amp; END OF SEMINAR</b>

## CERTIFICATE OF PARTICIPATION

After attending this course, participants will be awarded certificates.

## YOUR COST OR INVESTMENT

The training fee is Kshs 81,500 excluding VAT, per participant, for the entire duration of the course. This will cover our charges, costs of course preparations, training materials, lunches and refreshments. Participants will cater for their travel and accommodation costs where applicable.

## TRANSPORT AND ACCOMMODATION

Participants are responsible for their transport and accommodation for the entire duration of the seminar.

## ADMINISTRATION DETAILS

Dates: 30<sup>th</sup> July - 3rd August 2018  
Venue: Lake Naivasha Country Club.  
For enquiries or registration call [David](#) or [Caroline](#) on: (+254) 722 352 680/ (+254) 717 968 342.  
Alternatively, Email: [dgmbfinance@gmail.com](mailto:dgmbfinance@gmail.com)

Time: 8:00 a.m. – 5:00 p.m.  
Attire: Smart Casual

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### QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

### TERMS AND CONDITIONS

**Disclaimer:** All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether. **Privacy notification:** DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited. Kindly register by 5pm, two working days prior to the training to enable us to cater for your course materials and catering requirements. **Notice of withdrawal:** Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the programme's commencement date. However, no substitution of participant(s) is allowable after the commencement of the training.

### REGISTRATION FORM

Seminar Date(s): (30<sup>th</sup> July– 3<sup>rd</sup> August 2018 Lake Naivasha Country club. Name of Participant(s):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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7. \_\_\_\_\_

8. \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

I have read, understood and agreed to DGMB Training Solutions' Terms and Conditions, relating to training courses, as outlined in the request for nominations document.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

An official purchase order must accompany this registration form. Payment is required prior to the scheduled commencement of the training course unless with prior arrangements. Please email or forward this completed form accompanied with proof of payment.

## HOW TO PAY

1. Issue a Cheque in the name of "DGMB Training Solutions Ltd" or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.
3. Our PIN is P051349463S

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