

DEFENSIVE DRIVING & ETIQUETTE SKILLS FOR DRIVERS & TRANSPORT STAFF

DATE : 25TH TO 29TH MARCH 2024

VENUE : PRIDE INN EXPRESS NYALI, MOMBASA

COST : KSHS 92,500 EXCLUDING VAT PER PERSON

NITA : REG NO. NITA/TRN/916

IHRM : ACCREDITATION NO.C00380

INTRODUCTION

According to statistics by National Transport and Safety Authority (NTSA), 3114 persons were killed through road accidents in Kenya in 2020 by October. This is an increased rate of fatalities by 5.8% than the previous year 2021. 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. Most 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, have etiquette, cooperative, and courteous to ensure safety on our roads. The seminar highlights the new NTSA road safety mainstreaming standards.

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, hygiene, people skills, practical driving, first aid and ethics of good driving. Participants will also understand how they contribute to the bottom line of the organization and general road safety of others. This course allows participants to understand the risks and consequences associated with certain driving behavior.

COURSE OVERVIEW AND OBJECTIVES

The course objectives and outline will cover:

- ✓ Personal safety and company policies on road
- ✓ Roles and Responsibilities of Safety Committees/ Units/ Management
- ✓ Understanding the NTSA role in road safety
- ✓ Provide basic overview on road safety & traffic management issues in view of the alarming increase in vehicular population in the country.
- ✓ Vehicle crash involvement Management/ breakdown and recovery policy
- ✓ 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 safety and recovery system.
- ✓ Before you drive: Vehicle Checks.
- ✓ 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; and organizing Practical-Before practical, four steps for assessment.
- ✓ Incident and accident reporting and management policy.
- ✓ Monitoring, evaluation and reporting
- ✓ Practical policy documentation.

EXPECTED OUT COMES

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; and
- ✓ **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 gain skills and 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.
- ✓ **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, riders, and transport officers and managers; and
- ✓ **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 reduced fuel costs.
- ✓ Reduced vehicle maintenance and repair cost and reduced insurance cost.
- ✓ Reduced depreciation cost, reduced replacement cost and reduce motor vehicle incident rates.
- ✓ More positive driver attitude and responsibility towards company assets.
- ✓ Increased awareness of the importance of road safety and driver’s 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; and
- ✓ 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; and
- ✓ Right Driving Attire

WHO SHOULD ATTEND?

The Defensive driving 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; and
- ✓ Pick up, van and bus drivers, motor cyclists (riders), school and college bus drivers.

OUR METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach. Our proposed training methodology is laid out below. Our team of facilitators will adopt a practical and experimental approach. This will include supervised micro-training sessions and feedback provided. In addition, our consultants conduct supervised group discussions, exercises and role plays. The training approach is based on the principles of adult learning. Our methodology has several features that will ensure you experience a robust and relevant program; one that strengthens team dynamics and helps our clients deliver improved results. Some of the highlights of our unique approach are:

- ***Reduced Emphasis on Formal Training***

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70% of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work.

- ***Practical and Relevant Content***

In assessing and designing course offerings, we remember Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

- ***Employing the Wisdom of Renowned Management Thinkers***

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ Management should emphasize teamwork, rather than rely on heroic individualism.
- ✓ Effective staff are reflective in the context of taking action.
- ✓ Management development works best as social learning in small groups.

○ **Research-supported Methods**

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators. Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques. These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

○ **Uncommon Focus**

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, DGMB programmes will:

- ✓ Help you build strong internal communities.
- ✓ Help staff learn more rapidly.
- ✓ Build in a lasting change through reflection.

COURSE DURATION

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

COURSE OUTLINE

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.

DAY ONE	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 11:00 am	Introduction to Defensive Driving and Road Safety & company Policies
11:00 am – 11:30 am	MID-MORNING BREAK AND REFRESHMENTS
11:30 am – 1:00 pm	NTSA Role/ Accident statistics/ Driver Attitude and Responsibility
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Defensive Driving and Driver Violations
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY ONE
DAY TWO	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Common Causes of Crashes, Driving in Emergencies and Driving Plan
10:30 am – 11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Effects of Fatigue/ Alcohol, Drugs and Substances in Driving
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Journey Planning / Incident and Accident Reporting and Management
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY TWO

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DAY THREE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Basic Incident/ First Aid and Fire Fighting Management
10:30 am – 11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Vehicle Care and Maintenance – Check Listing
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Practical's – Driving Test
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY THREE
DAY FOUR	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Health Issues
10:30 am – 11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Excellent Customer Experience
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Customer Profiling – Handling Difficult Customers
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY FOUR
FIVE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Etiquette Training
10:30 am – 11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Effective Communication
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	The Power of Emotional Intelligence
4:00 pm – 4:15 pm	WRAP UP AND END OF SEMINAR

CERTIFICATE OF PARTICIPATION

After attending this course, participants will be awarded certificates.

YOUR COST OR INVESTMENT

We shall offer this training at a professional fee of **Kshs 92,500 per person excluding VAT** for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

TRANSPORT AND ACCOMMODATION

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

ADMINISTRATION DETAILS

Dates: 25th to 29th March 2024

Time: 8:00 a.m. – 5:00 p.m.

Learn. Internalize. Apply



Venue: Pride Inn Express Nyali, Mombasa

Attire: Smart Casual

For enquiries or registration call [David](#) on: (+254) 722 352 680 or [Rebecca](#) on (+254) 787 352 680 Alternatively email: dgmbfinance@gmail.com

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.

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 P051349463P