

# BETWEEN THE LINES

KELLY ANDERSON GROUP - MONTHLY NEWSLETTER

*Safety Edition!*



## The Cost of Safety

The phrase "safety training" is thrown around all too often these days. But what does it mean for you and your company? Most have in-house safety programs, but does that effectively cover the safety topics your drivers encounter on a daily basis? e-Learning programs have been created to fill that gap.

Online safety training enables you to deliver training content to your drivers anywhere, any time! It allows them to take the training modules at their convenience.

## This issue:

The Cost of Safety

Professional Development

What Creating a Safety Culture Means for Your Team

Team Member Spotlight

Quiz and Answer





With classroom training, it is virtually impossible to get all of your drivers in one place, at one time. On average, in-house safety meetings can cost between \$2,500-\$3,000 per meeting. That number represents a mid-sized company with approximately fifty drivers.

If you really step back and look at the cost involved in standard classroom training, it's easy to see why so many companies are switching to a cost-effective online safety training approach!



"One of the biggest challenges fleets face as it relates to professional development for drivers is getting them to take the courses and to adopt the instruction into their daily life. To change this paradigm change the reason drivers take the courses. Get them to admit the reason they drive trucks is to provide for their family and that every decision they make needs to be in perfect alignment with reaching that goal. You are providing access to Professional Driver Development in support of that goal."

KELLY ANDERSON  
PRESIDENT OF KELLY ANDERSON GROUP

## Professional Development

When we think of professional development, we usually think; doctors, attorneys, pilots, and teachers, but truck driver professionals should also be included in that thought process! Professional development helps employees continue to not only be competent in their profession but also excel at it.

Actively pursuing professional development ensures their knowledge and skills stay relevant and up-to-date. It allows employees to be more aware of changing rules and regulations in the industry.

**QUIZ:** What percentage of trucking professionals are woman?





**"There should be context to content. It isn't enough to say 'Here's what you do,' and leave it".**

LAURA CRAWFORD  
FINAL MILE E-LEARNING MANAGER

*From all of us here at Kelly Anderson Group, we want to wish you and your family a Happy Thanksgiving!*

## What Creating A Safety Culture Means For Your Team.

Enrolling in and consistently using an e-Learning program is a great start to a safer company, but creating a Company Safety Culture is the key to long-term success.

For a safety culture to work, it needs the "buy-in" of all those involved.



## TEAM MEMEBER SPOTLIGHT



**Name:** Rachel Trembley

**Position:** Truckload e-Learning Manager

**Length at company:** 5 years

**Quote:** "My favorite part of working here is the atmosphere. Everyone is friendly and willing to help out, even if it's another department!"

**QUIZ ANSWER:** Only 6% of trucking professionals are women!

