

J.J. Keller & Associates
Principles of Defensive Driving
Town Hall Meeting August 2025

The Power of Having the Right Coach!

Your Presenters: Jim Worsdale and Brandon Wooden

- Jim Worsdale
 - 23 Years in Transportation Industry
 - Fleet Operations
 - Supply Chain Management
 - Driver Training & Safety
- Brandon Wooden, MS/CTE, CTP
 - 32 Years in Transportation Industry
 - Driver Safety & Compliance
 - Driver Training
 - Industry Best Practices in Training and Coaching



Building a Training program Revisited

How to create Buy-in?

- Adult learners need to know “Why?”
- Demonstrate desired behaviors and values
- What is the desired outcome?
- Involve team in feedback process

What does Buy-in do for you?

- Creates participation, excitement & engagement
- Success in the outcome.
- Key factor in EFFECTIVE TRAINING

Becoming the Right Coach!

- Coaching – Application and Habits of Effective Coaches
 - Application
 - Corrective Action
 - Training and Onboarding
 - Development
 - Habits
 - Develop a style that is adaptable and patient
 - Practice Professionalism
 - Let the driver “Do”
 - Evaluation!
 - Communicate



Is Your Program Ready?
Incentives
Corrective Action
Training
Time

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Defensive Driver Training



Your drivers will learn safe driving practices from veteran trainers!

The curriculum focuses on the key aspects of **see, decide and act**, including:

- Identifying potential hazards
- Reacting safely to avoid danger
- Managing proper vehicle speed and space
- Preventing distracted driving
- Preparing for extreme weather conditions
- And more

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**Free Training
Needs Assessment**

**10% off Principles of
Defensive Driving
Initial Contract**

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SAFE & SMART[®] TRAINING SERVICES

Sept 18, 2025

Back to School: Training Through the Eyes of the Driver

We'll cover:

- The driver's perspective: common challenges, what drivers want
- How to make training feel relevant – real-world, interactive elements
- Build empathy into your training – ride-alongs, feedback loop, peer coaching

