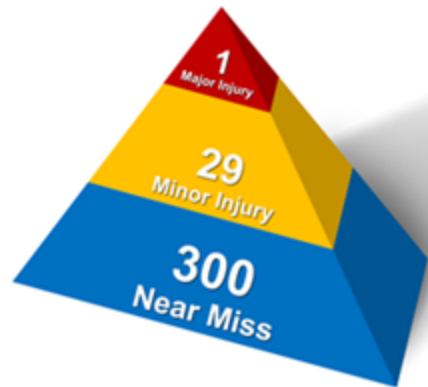


HEINRICH'S PYRAMID



Q: What is Heinrich's Pyramid, and how will it help me manage my drivers?

A: Heinrich's Pyramid theory states that for every 300 acts of risky behavior, 29 of those acts result in a minor incident or near miss, and 1 of those 300 acts can lead to a serious accident or fatality.



Because risky behaviors can impact other travelers around you and how they may react, the Pyramid has shown to be a little more narrow.

Studies show that out of 190 risky behaviors, there may be 6 near miss or minor injury collisions, and 1 major collision with potential injuries or fatalities. That is why we capture driving events; an occasional event may not seem like a major concern, but in some cases, these risky behaviors can lead to severe injury or even worse.

After seeing these events accumulate for a specific driver, we nudge you to review your findings and coach your drivers. There are other risky behaviors that may be associated with the driving events reported; for example, distracted driving, following too closely, or speeding.

Let the ELEVATE® Scorecard do the heavy lifting, so you can prioritize your coaching opportunities accordingly. Getting everybody home safely to their families should be the #1 goal for our customers!

