



Incentive Programs for Driver Behavior

Q: Do you have any ideas on incentive programs for driver behavior?

A: There are many different approaches to incentive programs. After all, your organization is saving significant operational costs due to driver behavior improvements. Beyond fuel savings, you are most likely developing a safer fleet with fewer accidents; reduced number of breakdowns and unscheduled maintenance; and maybe even lower insurance premiums.

Primarily focus on team results. This helps unify the team with an “Us against Them” mentality within a location. Here are just a few ideas that may fit into your organization:

1. *Food Celebration* – Whether it’s a pizza party, an outdoor barbecue, or something else more fit for the size of your driver team, people love to celebrate a win with food!
 - a. MVP – If the team wants to recognize a person who really stepped up, consider gifting that person a \$25 gift card to a local entertainment venue, restaurant or coffee shop. An MVP is not always the top driver, but is sometimes a lower performing driver who made significant improvements in that period and got the team a win.
2. *Plaque or Trophy* – Perhaps a traveling trophy or plaque with the winning period's region engraved (“Team/Region/Location of the quarter, half, or year as determined by your organization”) would be a nice motivator. Consider having a duplicate stationary Plaque at your corporate headquarters.
 - a. Depending on the time frame, a gift for each team member in the form of a company shirt, gift card, or other type of recognition might be appreciated.
3. *Yearly Celebration* – Again, this is up to your organization depending on the

benefits you have reaped because of the improvements. You might prefer to recognize MPG leaders, Idle % leaders, and Safety leaders (either through actual accident/incident reduction results or KPI improvements). Recipients could be individual drivers, managers or teams. Some of the following have been popular:

- a. Company jacket with embroidered winner's name
- b. Larger gift card or cash bonus
- c. Business associated trip (i.e. to an annual meeting) to be recognized by top management

You get the idea. Not all incentives must be in the form of cash. Often times the items your drivers receive that they cannot purchase themselves is a better reward. Recognition in front of their peers is always appreciated!

Idealease is committed to helping your team Elevate their Performance. You will receive a weekly Question or Tip of the Week explaining different elements of the scorecard, tips to improve Key Performance Indicators (KPI's), or other motivational topics to keep the team(s) striving for excellence behind the wheel. If you have a question or would like a topic covered, please email jerryring@idealease.com.



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