

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 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!