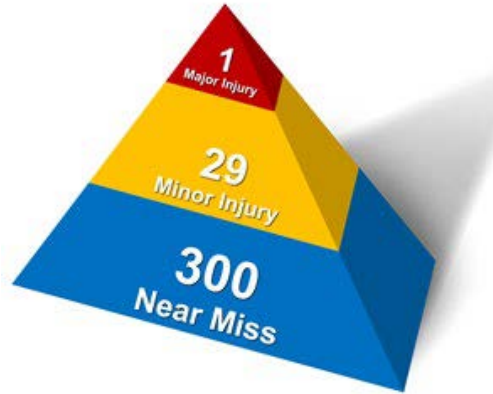# Heinrich's Pyramid

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

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

Because transportation risky behaviors can impact other travelers around you and how they may react, that Pyramid has shown to be a little narrower. Transportation studies show that out of just 190 risky behaviors, there may be six near miss or minor injury collisions, and one major collision with possible injuries or fatalities. This is why we capture Hard Events. In some cases, these can be risky behaviors, and although an

occasional event may not seem like a big deal, seeing these events accumulate for a specific driver can tell you where to focus your coaching. Look for the trends and focus on the drivers that accumulate more of these events. There are probably other risky behaviors that may be associated with the hard events reported. Distracted driving, following too closely, speeding. Let the Scorecard do the heavy lifting and prioritize your coaching opportunities accordingly. Getting

everyone home safely and to their families should be the number one goal for all our customers!

*Idealease is committed to helping your team Elevate their Performance. You will get 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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