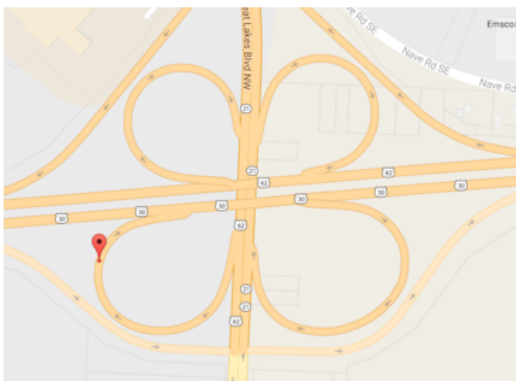


Q: *What do other managers experience when introducing a scorecard for the first time?*

A: *A driver's first reaction is usually denial or defense. Naturally, the first coaching sessions a manager holds are with drivers who are under-performing. When drivers get defensive, their first instinct is to dispute the data. This is why we encourage fleet managers to **request a detailed report prior to the coaching session.** When drivers see the data in detail, they tend to understand it a little better. **Idealease Business Intelligence** can provide detailed reports for any of our behavior KPI's.*

31.7 mph on a 25 mph ramp in a 10' high box truck



Address	Lat/Lon	Reason	Odome	Speed (MI)	Lat/Lon				
U.S. Highway 30, Massillon, O 40.760103		Hard Corr	53541.1	31.7	http://maps.google.com/maps?q=loc:40.7601033+-81.518396				

Idealease Business Intelligence is committed to helping your team Elevate their performance. You will get a weekly Question of the Week email that will help explain

different elements of the scorecard, offer tips to improve Key Performance Indicators (KPI's) or other motivational topics to keep your drivers 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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