

CASE STUDY

157% INCREASE IN TARGETED SAFE DRIVING HABITS



EXECUTIVE SUMMARY

A leader at an international utility company reached out to Habit Mastery Consulting for help improving his team’s safe driving practices many of whom could be driving hundreds of miles a day from one site to another. They had already been through extensive driving training over a period of years. They did not need more driving training. They needed an opportunity to practice the driving skills they already knew they needed, so that it became a habit.

We designed the “Amazing(ly Safe) Race” as a gamified training experience themed around dinosaurs and vehicles. Participants divided into teams and moved around a race track by giving correct answers on safe driving practices while avoiding hazards like vehicle destroying dinosaurs.

By the end of the training, participants had chosen a safe driving practice that would make the biggest improvement in their own personal safety on the road.

Immediately after the training, participants began practicing their desired safe driving practice in The 60 Day Habit Challenge. Via their mobile phones, participants received daily reminders and tracked their successes and failures in completing their desired safe driving behavior each day.

In addition, we provided our client with weekly updates on how their team was faring in the challenge and with weekly micro lessons to maintain interest in the challenge and to ensure attendees would remember key lessons from the training.

KEY STATISTICS

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- 78% ROI
- 43 Attended Training
- 83% Started Challenge
- 55% Completed Challenge
- 157% Increase in Behavior

Top Five Habits

- Back In/Pull Through Parking
- Avoiding Distractions
- Keep Eyes Moving
- Aim High
- Leave More Room

“ My habit was to avoid distractions. I would ask myself, “Am I fit to drive?” And repeat my mantra: “Driving time is driving time.” I put a notepad in the center console, so I could write down thoughts before I left. I find that now I leave earlier and arrive with a lot less stress. This has directly impacted my productivity. I’m less stressed when I arrive on site, so I’m more approachable and my thoughts are clearer. My messages are received better. I used to drive multi-hour work trips and not remember the trip. Now, I feel much less prone to accidents.” Program Participant



OUR RESULTS


OVERALL, A SUCCESSFUL BEHAVIOR INTERVENTION

Employees benchmarked their targeted behavior at the start of the challenge, at the end of the 60 Day Habit Challenge, and again in a follow up survey about 2 months after the end of the challenge which was 4 months after the training.

In the follow up surveys, most participants reported that they had continued to maintain their new safe driving habit and that it had made them safer on the road. Some reported it helped them avoid an accident, fender/bender, pedestrian, or speeding ticket. One said, "There was at least one occasion on slippery roads in which this extra distance could have played a factor in eliminating an accident." Others reported it helped them notice parking hazards or vehicle damage.

Many mentioned feeling proud that they were setting a good example for others, not being hypocritical about good driving advice, and/or having to lie about their driving activity. A surprising reported benefit was arriving at their destination feeling calmer and more focused.

Attendees enjoyed the unique training experience that offered a fun way to revisit material they were already familiar with and provided strategies to put their knowledge into action. At the end of the challenge, participants reported a 157% increase in the safe driving practice they had targeted. In the follow up survey, they reported sticking with it and being very confident they would continue to stick with it.



“ *My habit was to drive the speed limit. I used to have a lead foot and once even got a \$180 speeding ticket. I was always running late or felt like it— even if it wasn't a firm deadline. Now, I don't worry about my arrival time. Maybe I'll go a few miles over, but I really never speed anymore. I set cruise control and that's it. This is how I drive now, and I laugh at people who speed. I'm glad it lets me be a good example for a kid who is about ready to drive.” Program Participant*

CONTACT US

To learn how we can work with you to co-create and implement a customized training program that results in the rapid adoption of key behaviors, contact our CEO, Sharon Lipinski, directly at 970-581-7681 or sharon@habitmasteryconsulting.com