

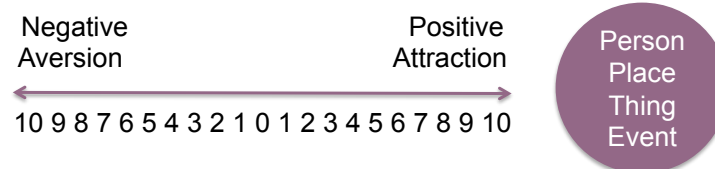
Attitude Training

A bad investment

Somewhere in Australia today drivers with a good attitude will crash, and drivers with a bad attitude will not. In fact, there is a very weak relationship between attitude and behaviour. The relationship is so weak, that efforts to improve organisational safety by addressing attitudes has been poor and unreliable.

What is an attitude?

One of the problems driver trainers face is that the industry does not have a generally accepted or well communicated definition of what an “attitude” is.



In psychology, an attitude is an expression of a feeling of attraction, or aversion, towards some person, place, thing, event or idea. Attitudes are either positive or negative, and measured in terms of intensity. It's also possible to be ambivalent or neutral. Sometimes drivers hold conflicting attitudes. *“I don't want to crash or hurt anyone, but I also feel I need to rush to this appointment”.*

Not psychologists

Ordinary instructor training does not include how to teach in the ‘affective domain’; dealing with feelings, attitudes and emotions and instructors are not usually trained psychologists. They're not equipped with the skills necessary to help people resolve conflicting attitudes. Instructors can't usually answer these important questions that affect course design and delivery:

- What are the attitudes necessary to avoid crashes?
- What are the attitudes that cause crashes?
- How do I measure a student's attitudes to establish their current-state?
- What proven teaching strategy can shift the current-state to the desired-state?
- How can I know if the lesson I've taught will positively change driver behaviour?

The bottom line

If you're considering a driver training program for your team, you're likely expecting a course that reliably delivers positive outcomes for most participants. It's best to avoid any training course that aims to promote, deliver or inculcate a so called ‘positive attitude’ (unless delivered by a qualified psychologist). The 4-Ways Driver Training Model © does not target attitudes, rather it incorporates proven strategies that can excite intrinsic safety motivation leading to sustained cautious driving behaviour.



Fast
Street