



## Module 2: Driver Management

### Building Systems to Recruit, Retain, and Support Safe Drivers

Module 2 focuses on the single most influential factor in fleet safety performance: how drivers are recruited, onboarded, supported, and managed.

This course provides a structured, practical approach to driver management that aligns compliance requirements with safety culture, operational expectations, and long-term retention strategies.

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#### Course Overview

Driver Management is where compliance systems meet human behavior.

While regulations establish minimum standards, driver decisions ultimately determine safety outcomes. This module equips fleet leaders with the tools needed to recruit qualified drivers, onboard them effectively, coach performance issues, and retain safe professionals in a highly competitive labor market.

Participants will learn how to move beyond reactive discipline and turnover cycles and instead build intentional driver management systems that reinforce accountability, engagement, and safety culture from day one.

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#### Who Should Attend

- Safety Managers and Directors
- Fleet and Operations Managers
- Human Resources and Recruiting Professionals
- Supervisors responsible for driver oversight
- Company Owners and Executives

This course is especially valuable for organizations struggling with turnover, inconsistent driver performance, or safety culture alignment.

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#### Learning Objectives

By the end of this module, participants will be able to:

- Outline effective strategies to recruit, onboard, and retain safe drivers
- Design onboarding processes that align drivers with company safety expectations
- Apply coaching and progressive discipline techniques to safety violations
- Build driver engagement and feedback mechanisms
- Develop a driver retention strategy aligned with organizational culture

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#### Topics Covered

- Driver recruiting best practices
  - Screening and background checks



- Road testing and qualification
  - English language proficiency considerations
- Orientation and onboarding for safety culture alignment
- Retention strategies
  - Pay and benefits considerations
  - Recognition and career development
- Coaching and progressive discipline for safety performance
- Leveraging driver feedback and engagement programs

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### Learning Activities

This module emphasizes applied, peer-driven learning:

- **Recruitment & Onboarding Plan Development**  
Participants design a sample driver recruitment and onboarding framework aligned with safety objectives.
- **Retention Strategy Workshop**  
Group brainstorming and discussion focused on real-world retention challenges and solutions.
- **Coaching Scenario Discussions**  
Review of common safety performance issues and appropriate corrective action strategies.

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### Required Resources & References

- FMCSA Driver Recruitment & Retention Strategies Guide
- Best Practices in Driver Onboarding (TCA & ATA resources)

(Referenced materials are used to ground discussion in current industry research and best practices.)

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### Assessment & Evaluation

- Written recruitment and onboarding plan for new drivers
- Group discussion and presentation of retention strategy concepts
- Facilitated review of coaching and engagement approaches

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### Course Format

- Instructor-led, in-person classroom training
- Facilitated group discussion and applied exercises

**Duration:** 1 Day (8 Hours)

**Certificate:** Certificate of Completion

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### Why This Module Matters

Most carriers focus heavily on hiring—but far less on how drivers are introduced, coached, and supported once they arrive.



Poor onboarding, inconsistent coaching, and unclear expectations lead directly to:

- Increased turnover
- Repeated safety violations
- Cultural disconnect between drivers and management

**Module 2 provides the structure needed to build consistent, defensible driver management systems that support safety, retention, and long-term operational stability.**