



## Module 6: Program Implementation & Safety Culture

### Turning Compliance Knowledge into Sustainable Safety Performance

Module 6 focuses on the most difficult—and most valuable—step in transportation safety: implementation.

This course brings together compliance, driver management, injury control, vehicle safety, and crash response into a cohesive, functioning safety system supported by leadership, accountability, and culture.

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#### Course Overview

Many carriers have policies, procedures, and training—but still struggle with inconsistent execution.

Module 6 addresses the gap between knowing what to do and doing it consistently across the organization. Participants learn how to translate regulatory requirements and safety best practices into operational systems that are understood, followed, and sustained over time.

This module emphasizes leadership engagement, accountability structures, communication, and cultural alignment—ensuring safety is not dependent on one person, one department, or one moment.

As the capstone of the PMT Academy, Module 6 integrates lessons from all prior modules into a unified safety management approach.

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#### Who Should Attend

- Safety Managers and Directors
- Operations and Terminal Managers
- Human Resources and Risk Professionals
- Senior Leadership and Executives
- Anyone responsible for implementing or overseeing safety programs

This module is especially valuable for organizations seeking consistency, scalability, and long-term safety performance improvement.

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#### Learning Objectives

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

- Integrate compliance, operations, and safety into a unified program
- Define clear roles, responsibilities, and accountability for safety systems
- Implement policies and procedures that are practical and enforceable
- Measure safety performance using meaningful indicators
- Communicate safety expectations consistently across the organization
- Strengthen safety culture through leadership engagement and example
- Sustain safety programs beyond individual personnel changes

## Topics Covered

- Safety management system fundamentals
- Aligning policies, procedures, and real-world operations
- Leadership's role in safety performance and accountability
- Communication strategies that reinforce safety expectations
- Leading vs. lagging safety indicators
- Auditing internal safety systems proactively
- Managing change and overcoming resistance
- Building a culture of ownership, not enforcement avoidance

## Learning Activities

Module 6 emphasizes application and integration:

- **Safety Program Mapping Exercise**  
Participants evaluate how their current safety components connect—and where gaps exist.
- **Accountability Framework Workshop**  
Define roles and responsibilities across safety, operations, HR, and leadership.
- **Culture Assessment Discussion**  
Identify behaviors, signals, and practices that influence safety culture.
- **Capstone Review**  
Connect lessons from Modules 1–5 into a cohesive, operational safety system.

## Required Resources & References

- FMCSA Safety Management Cycle concepts
- Industry best practices for safety leadership and culture
- Internal policy and program evaluation tools

(Resources are used to support discussion and applied program design.)

## Assessment & Evaluation

- Participation in program-design exercises
- Group discussion and system-integration analysis
- Applied review of safety program structure and controls

## Course Format

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

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

**Certificate:** Certificate of Completion



## THE TOP 6 FLEET SAFETY IMPROVEMENT STRATEGIES



### 1 DRIVER RECRUITMENT, HIRING, & COMPENSATION

Employers should review applicant driving records for any recent violations or crashes. Increasing compensation and offering benefits has also been shown to improve safety performance.



### 2 DRIVER TRAINING

Onboarding new drivers should include an introduction to a company's safety policies and procedures, including defensive driving, limits on time behind the wheel, and vehicle inspections. Regularly occurring training is critical to maintaining safety standards.

### 3 SAFETY CULTURE

A strong safety culture includes commitment and support from leadership, frequent communications, and input from all employees regarding safety-related decisions.



### 4 DRIVER SCHEDULING

Appropriate scheduling can drastically reduce driver fatigue, limiting crashes in the process. One scheduling program was shown to reduce crash rates by 23.5%.



### 5 SAFETY TECHNOLOGIES

Telematics can provide maintenance alerts, and assist drivers in an event, like automatic emergency braking or a collision avoidance system.



### 6 VEHICLE MAINTENANCE

Preventative maintenance is always the best approach to ensure vehicles are in proper working order. However, new software that can track and schedule maintenance or inspect a vehicle can also improve safety.



### **Why This Module Matters**

Many safety programs fail not because of poor intent—but because of inconsistent implementation and unclear ownership.

Without strong systems and culture:

- Policies sit on shelves
- Compliance becomes reactive
- Safety depends on individuals instead of structure

Module 6 ensures everything learned in the PMT Academy becomes operational, repeatable, and sustainable.

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## **The Capstone of the PMT Academy**

Module 6 is designed to bring the Academy full circle—transforming regulatory knowledge and tactical skills into a living safety program supported by leadership and culture.

This is where safety stops being a department and becomes how the organization operates.

**Make it Safe.  
Make it Personal.  
Make it Home.**