



**Leadership
Development**
For Transportation Professionals

Buyer's Guide



The Leadership Development Course

Frontline supervisors and managers are vital in driving your business and maintaining your corporate culture.

Under the best circumstances, they motivate your drivers to perform at a high level. However, all too often they lack the necessary skills to develop relationships that improve driver engagement and retention.

Despite their importance, very few frontline leaders have ever received any professional development. Most were great drivers or technicians promoted in a rush or out of necessity. They had to learn the job while on the job.

Avatar's Leadership Development Course educates, trains, and develops your frontline supervisors and managers. It covers a wide range of leadership topics, and teaches your frontline leaders how to make better decisions, leading to better results.

BENEFITS

Better Workplace

- ✓ Improved corporate culture
- ✓ Greater employee engagement
- ✓ Enhanced customer confidence

Saves Time & Money

- ✓ Improved driver retention
- ✓ Fewer accidents and injuries
- ✓ Lower operating costs

SUBJECTS

1. Introduction to Leadership Development
2. Understanding Human Behavior
3. The Driver Problem
4. Communication Principles
5. Communication Techniques
6. Leadership Principles I
7. Leadership Principles II
8. Leadership Techniques I
9. Leadership Techniques II

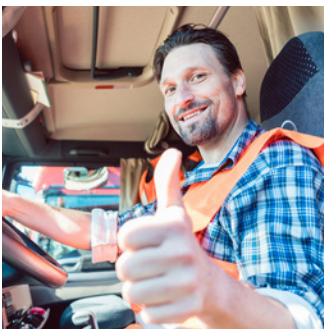
10. Building Trust
11. Creating a Fair Work Environment
12. Conflict Resolution
13. Problem Solving
14. Time Management
15. Accidents and Why People Have Them
16. Behavior-Based Safety
17. Performance Management
18. Operational Efficiency

Unit Descriptions



Introduction To Leadership Development

This first unit makes it clear that front-line leaders are personally responsible for the culture, driver retention, and ultimately the results of the company.



Understanding Human Behavior

Drivers, like all human beings, behave in ways that get them rewards or help them avoid punishments. Drivers first join your company to meet their needs. They leave your company for the same reason. Front line supervisors who understand human behavior are able to build stronger relationships with their drivers.



The Driver Problem

You are faced with expensive and disruptive driver turnover. And, it's getting worse. The entire industry is facing a shift in demographics. To remain competitive, you must out-perform other companies and become the employer of choice. If not, you will have idle trucks.



Communication Principles

Communication and behavior begin with W.I.I.F.M. (What's In It For Me?). Strong communicators can break down any message to figure out the "what" and the "why." When your supervisors communicate with drivers, they will know how to listen for the primary and secondary messages. This will lead to stronger driver relationships.



Communication Techniques

Effective communication takes a lot of practice. This unit introduces some powerful communication techniques that will allow your frontline supervisors to forge a stronger bond with their drivers.



Leadership Principles Part I

This unit presents key principles needed to understand the social setting of the workplace, the role of the leader in creating and maintaining cultural norms and the responsibility for leading employees to achieve a better work environment for everyone. Your supervisors will learn how to establish a positive culture that makes your drivers want to come to work every day.



Leadership Principles Part II

Effective leaders set examples, establish expectations, and create and foster positive norms. This unit explains the social setting of the workplace, the role of the leader in creating and maintaining cultural norms and the responsibility for leading employees to achieve better results.



Leadership Techniques Part I

Your frontline supervisors must take an active role in observing employee behavior. They need to set examples and establish expectations for acceptable behaviors. This unit presents specific techniques they can use to create a safer work environment and establish a driver-centric culture.



Leadership Techniques Part II

Your frontline supervisors have a huge impact on your operational efficiency, productivity, customer service, safety, regulatory compliance, and driver retention. This unit presents techniques they can use to create a positive and safe work environment.



Building Trust

Leadership is built upon the foundation of trust. Through this unit, your frontline supervisors will learn how to build a stronger bond with their drivers by keeping their promises, showing respect, and committing themselves and your company to becoming the employer of choice.



Creating a Fair Work Environment

Your supervisors have a great deal of authority. Their day-to-day decisions affect the morale of your drivers. Every decision made by a supervisor can create a fair or an unfair environment. In this unit, your supervisors will learn how to create fairness so that all drivers receive fair assignments, support, and appreciation.



Conflict Resolution

Your frontline supervisors encounter conflict on a regular basis. It's a natural part of work. They need to know how to resolve conflict efficiently and effectively. Your supervisors will learn how to use these principles and techniques to resolve conflict involving drivers, employees, and customers.



Problem Solving

Supervisors and managers are more efficient and effective when they (1) have mastered basic problem-solving skills such as defining and prioritizing problems, and (2) have a proven process to solve problems. They make better decisions and retain their drivers for the long-term. Your frontline supervisors and managers will learn key techniques to solving problems. This will help you become the employer of choice.



Time Management

Frontline supervisors who master time management skills are five times more efficient and effective. They have more time to spend interacting with their drivers. They make better decisions and retain their drivers. Your frontline supervisors will learn time management strategies and become more efficient and effective.



Accidents & Why People Have Them

Your frontline supervisors can have a huge impact on your safety results. This unit teaches them what to look for and what to do to prevent accidents and injuries.



Behavior-Based Safety

Work consists of thousands of daily behaviors, each motivated by identifiable demands and expected rewards. The demands and rewards can be controlled by effective leaders in a way that influences driver behavior. Although this unit is focused on safety related behaviors, the techniques apply to all job-related behaviors.



Performance Management

This unit teaches your supervisors how to encourage the correct behavior and appropriately intervene when employees are not meeting expectations. You will have better results with your employees while avoiding resentment and turnover that can result from constructive criticism.



Operational Efficiency

Through proven best practices and standardized processes, your frontline supervisors can achieve greater efficiency. That will have a significant impact on your driver retention. Through this unit your frontline supervisors will understand how to achieve operational efficiency and how it impacts the success of your company.

How It Works

Each month, your frontline supervisors log onto the Avatar Learning Management System (LMS) and complete one web-based unit.

Each unit is 30 to 40 minutes and has a quiz. You can monitor their progress through the course and review their scores.

At the end of each unit, your frontline supervisors print out a Structured Learning Guide. It has specific exercises for them to implement what they learned.

This helps them transfer the new knowledge to their daily real-life challenges. It encourages skill development.

Contact Us Today



330-963-3900
ext. 3



iresto@avatarms.com



avatarfleet.com



Avatar provides motor carriers an all-in-one platform to fill empty seats, pass every audit and bring drivers home safely.