



GREAT WEST CASUALTY COMPANY

The Difference is Service®



MMTA - 2019 Safety Conference

Culture, Safety, & Profit

Characteristics of Successful Motor Carriers

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OLD REPUBLIC INSURANCE GROUP

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What We've Previously Covered

- 2018: Risky Business: The Nasty Reality of Practical Drift
- 2017: Managing Risk: Workforce Risk
- 2016: Practical Organizational Risk
- 2015: Taming Trucking's Toughest Problems
- 2014: Managing Risk: Distracted Driving
- 2013: Safety is Everyone's Business (Cost of Risk)
- 2012: Leading and Change
- 2011: Operational Cost Controls
- 2010: What is Risk Management?

Objectives

- Identify traits of successful motor carriers.
- Define *culture*.
- Share methods used for effective leadership.



7 TRAITS OF SUCCESSFUL MOTOR CARRIERS



Seven Traits of Successful Motor Carriers

1. Engaged and supportive leadership
2. Risk management program administration
3. Engineering controls
4. Workforce selection and retention
5. Training
6. Risk control
7. Regulatory compliance

Engaged and Supportive Leadership



Engaged and Supportive Leadership



Engaged and Supportive Leadership

VISION-LED CULTURES		
Key Performance Indicators	With	Without
Increased Revenue	682%	166%
Expanded Workforce	282%	36%
Growth Share Price	901%	74%
Improved Net Income	765%	1%

Source: Kotter, J, & Heskett, J. (2011). *Corporate Culture and Performance* – New York: Simon & Schuster (Free Press).



Value-Driven®
LIFE



Culture

Culture is a way of life, of a group of people. It is the behaviors, beliefs, values, and symbols that the group accepts, generally without thinking about it. Culture is passed along by communication and imitation from one generation to the next.

Culture is symbolic communication.

Safety Culture

The attitudes, beliefs, perceptions, and values employees place on safety in the workplace.

Safety culture is a subset of the organizational culture.

Safety Culture vs. Safety Climate



Risk Management Program Administration

Risk management involves identifying, evaluating, and prioritizing risks that can lead to a future loss, then taking action to minimize or avoid those risks.



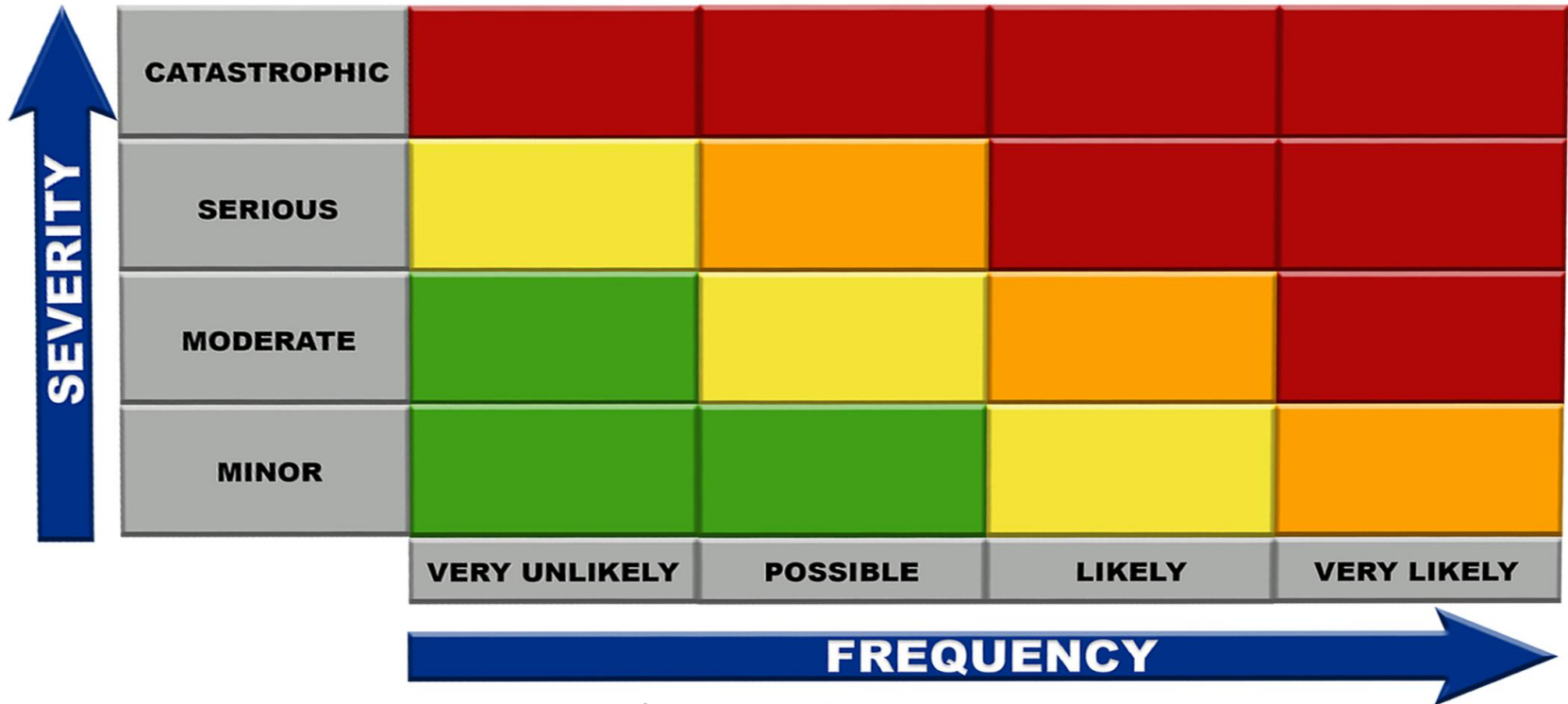
Risk Management Program Administration



Risk Management Program Administration

XYZ Trucking

Risk Matrix



Risk: Rear-End Crashes

Risk Assessment: Possible / Catastrophic

Risk Tolerance: Unacceptable



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Risk Management Program Administration





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