

Building Employee Buy – In

A survey of NSC members showed the importance of employee buy-in; employers without policies reported that “lack of employee support” was the #1 barrier. When employers with successful policies share what works, much of their advice is not about the policy itself, but about educating, inspiring, and involving employees. To gain employee support for a distraction-free driving culture, use the following tips from organizations that have had success.

Hold Meetings

Before policy implementation, hold open meetings to discuss the need for a policy with employees. Many materials in this kit will help you communicate

1. Request feedback from employee’s anonymously if that’s helpful
2. Don’t spring a policy on employees as a surprise. This could result in long-term negativity and lack of respect for the policy.
3. When unions are involved, the union steward is a key stakeholder. Hold a pre-meeting with union reps to get them on board.

Discuss Potential Barriers

Recognize that for some employee’s, this policy will change deeply ingrained habits. Any change can bring initial stress.

1. Give employee’s the opportunity to discuss potential barriers, conflicts with their beliefs and their doubts.
2. These are “objections”, which in the sales profession are good to hear because there’s now a chance to address and overcome them.
3. Ask employees to offer solutions to these objections. This makes employee’s part of the decision-making. The solutions become things they choose to do.

Top-Down Support

1. Employee’s must see and hear that top management supports the policy
2. Employee’s will sense the level of commitment
3. If you don’t have leadership commitment, consider delaying the employee rollout until the buy-in is great enough.
4. Remember, management is part of the employee population.

Keep things productive

Employee's may be concerned about job productivity. Invite discussion about these concerns

1. Ask employee's to share idea's to maintain productivity. Employee's will then have a plan to meet job goals without temptation to use the cell phone while driving.
2. Invite cross-department employee teams to solve barriers to implementation. Have teams share the solution with all employee's. While working together, they build and reinforce the social support for a policy.
3. Have a mix of senior management, front-line supervisors, union reps, and other employee's serve as spokespeople for the new policy.

NSC Health Educator

Invite your NSC health educator to cover topics on distracted driving, seat belts, impairments, etc. topics with your teams.

1. Stories, testimonials, and crash statistics are a powerful tool to help employee's recognize the severity of driver safety.
2. Great opportunity to discuss driver training with your employee's to improve safety.

Evaluation

1. Involve employee stakeholders in deciding how to monitor compliance and consequences of non-compliance.
2. After policy implementation, communicate positive results to employees.
3. Consider a survey to evaluate the impact and share the results.