

THE THINKING DRIVER

Newsletter

"It's all about attitude!"



Volume 1, Issue 12 Fall 2011

Attitudes and Random Acts of Kindness—On Road



"The courtesy wave"—highly under-rated & under-used

Begin the fall with an "Attitude of Gratitude" when you drive

You know, we create our own reality when we drive by choosing how to interpret the acts of others and the situations that we find ourselves in.

Our expectations play a huge role in this process. If we expect to see other people's poor driving, we will certainly find it because we look for it. But what would happen if we chose to look for the acts of kindness and courtesy that are all around us.. Oh, you haven't seen any lately.... Perhaps you didn't look for them.

When we deliver our courses on driver attitudes, we challenge participants to commit at least one random act of driving kindness every day.

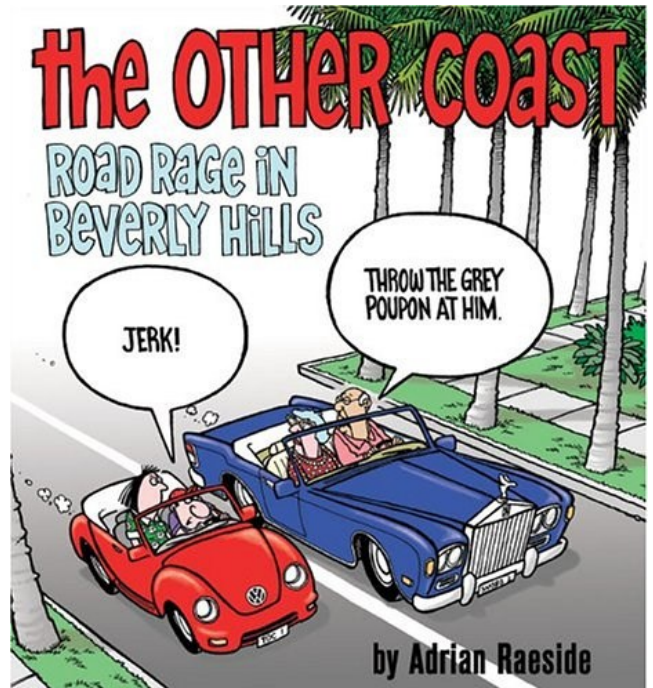
This is as easy as letting someone merge easily (even when you may not be required by law) or stopping for a pedestrian that you may have driven past under different circumstances. The result is a major reduction in stress and the grateful wave of the person that you helped. It just feels good.

So what about watching for someone else who does the right thing and giving them a friendly wave? It feels good to express gratitude too. Who cares if it was what they should have done anyway? It's easy to simply say thanks with a wave.

Sure it sounds corny, but look for the positives and you feel better, more relaxed and happy. Look for what's wrong, and you will have a stressful and upsetting day. So what if someone cuts you off? Will getting upset and angry change anything except your blood pressure? Let it go and just get on with your day!

We can all get frustrated by situations like heavy traffic and traffic jams or detours or construction or weather delays. If you step back and look at the bigger picture, this is what you might call a "Cadillac problem."

A Cadillac problem is when you have two Cadillacs and can't decide which one to drive today... it's a pretty good problem to have!



...continued...

Begin the Fall...con’t

Next time that you get frustrated in traffic and feel stressed and irritable enough to make risky decisions remind yourself that being stuck in traffic and in your own car (or a work vehicle because you actually have a job) in Canada or the US is a situation that most other people in the world would do almost anything for. Think about it stuck in traffic? OH! POOR YOU! Stuck in traffic in a free country sitting in a climate controlled vehicle! You may be delayed a bit in your journey but you are free to drive wherever you choose to. It’s a pretty good problem to have compared to so many other less fortunate people.

Can you find a little gratitude about how good we all have it and let go of your expectation that life SHOULD be everything that we want it to be?

Try cultivating an attitude of gratitude this fall as you drive. Remind yourself that while there are certainly poor drivers, you won’t change them and there are lots a great and courteous drivers to recognize with a wave. Next time you feel frustrated or impatient in heavy traffic, appreciate that this situation is far better than what it could be (and is for so many others).

Safe driving!

Come visit Thinking Driver at the following upcoming events:

HSCSA: Health & Safety Conference Society of Alberta
Calgary, AB Oct 24-26, 2011

<http://www.hsconference.com/>

NSC2011: National Safety Council Congress & Expo
Philadelphia, PA Oct 31-Nov 2, 2011

<http://www.congress.nsc.org/nsc2011/public/enter.aspx>

BCMSA: BC Municipal Safety Assn. OHS Tradeshow
Vancouver, BC Nov 6-7, 2011

<http://www.bcmsa.ca/2011-bc-municipal-occupational-health-safety-conference/>

2011 Construction Safety Conference:

Richmond, BC Nov 18-19, 2011

<http://www.bridgingthegapsafely.ca>

Spencer McDonald Speaking Engagements:

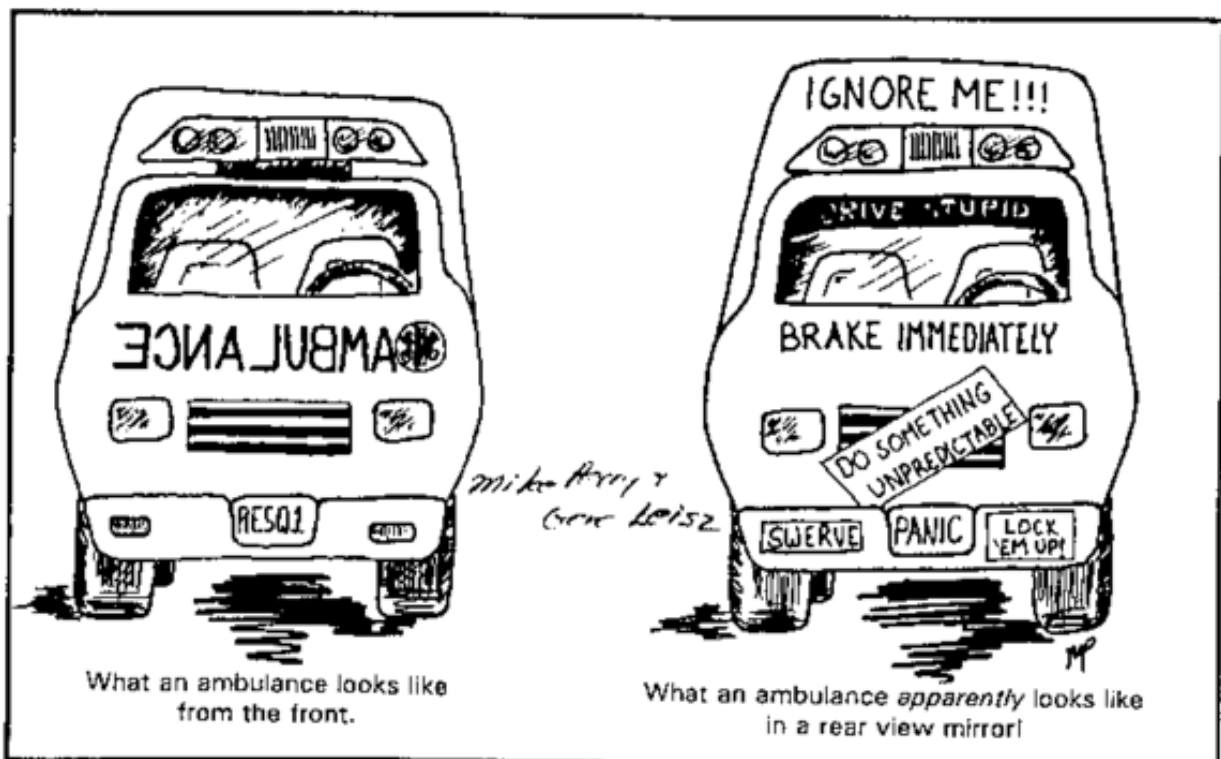
CAED: Canadian Associated Equipment Distributors
EHS Conference 2011

Hilton Garden Inn Toronto Airport West
Mississauga, ON

Oct 20, 2011; from 1:00 pm—2:30

Presenting: “Safe/Defensive Driving Strategies”

<http://www.aednet.org>



MEET THE TEAM



Joe
McKeown
Instructor

A certified driver training instructor, Joe brings with him a wealth of experience in the transportation industry.

Hilariously funny, Joe is always ready with a humorous comment and elicits many smiles with his quick wit.

Joe possesses a PhD from the school of hard knocks. Looking for a change, Joe decided to also pursue a more formal education.

He is an ICBC certified motorcycle instructor, and has earned a diploma in Adult Education.

Professional yet entertaining, Joe is a very skilled and likeable instructor.

All this makes for a fun and interesting Thinking Driver course near you!

For more information on Thinking Driver instructors, visit www.thinkingdriver.com and meet the team!

Thinking Driver offers *Emergency Vehicle Operator Pre-Employment Training*

Training to become a Police Officer, Fire Fighter, or any other emergency services worker, includes challenging and intensive driver training. This part of recruit training is often the most difficult to succeed in. Failing driving in basic training could end your career before you even get out on the road!

During the interview process, applicants are regularly asked: “What have you done to prepare yourself for this career?” Thinking Driver has taken steps to help applicants respond to this question.

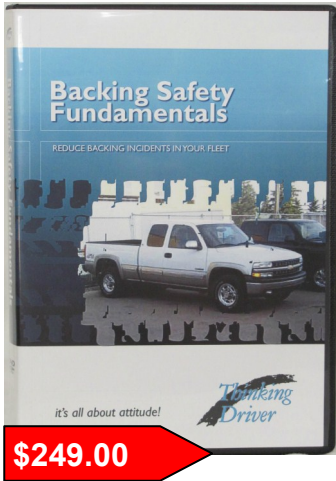


The new *Emergency Vehicle Operator Pre-Employment Training*, provides participants with a solid foundation in the fundamentals of defensive driving. This course is a unique combination of online, classroom and practical sessions developed and delivered by seasoned Law Enforcement and Fire Department trainers with thousands of hours of experience training recruits at the RCMP Training Academy in Regina, Saskatchewan and the Justice Institute of BC.

The certificate program is a multi-level training that allows applicants to take one or all of the levels, and is specially designed for individuals intending to apply for positions in: Police, Fire, Ambulance, Sheriff and is even suitable for Security workers, Chauffeurs, Bodyguards and Executive Drivers.

More information can be found at:
www.thinkingdriver.com

WHAT'S IN YOUR SAFETY LIBRARY? HAVE YOU GOT THE FUNDAMENTALS?



\$249.00

Address the issue of Backing Incidents at your next safety meeting!

Backing incidents account for almost half of all reportable motor vehicle accidents. But the good news is, **BACKING INCIDENTS ARE PREVENTABLE!**

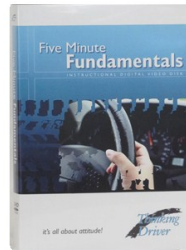
Equip your drivers with the 7 Fundamentals of backing safety:

- 1) Avoid Backing
- 2) Circle Check
- 3) Look Back
- 4) Back Slowly
- 5) Use a Guide
- 6) Avoid Distractions
- 7) Practice



Also Available: The Backing Safety Fundamentals companion handbook, Quick Reference Cards (a great pocket reminder of the 7 fundamentals), and Circle Check Decals for your vehicles.

The Essential "Fundamentals" Library



Five Minute Fundamentals

The core foundation of safe, defensive driving practices. A series of five, 5-minute presentations to view separately in your safety meetings or all at once.

\$249.00

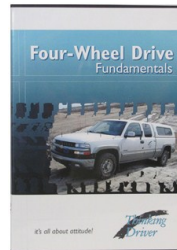


It's all about Attitude!

In 9 short segments under 10 minutes each, uncover the personal factors affecting risk tolerance, stress, causes and effects of aggressive driving, and how to change your driving by changing your mind!

\$349.00

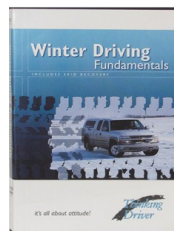
Available for school bus and general duty vehicle



Four-Wheel Drive Fundamentals

Are your employees driving vehicles equipped with 4-wheel drive? Ensure they are familiar with basic equipment, climbing and descending hills, avoiding roll-overs, loose gravel and washboard, crossing water and crossing obstacles! Approx. 18 minutes.

\$249.00



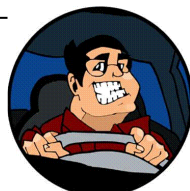
Winter Driving Fundamentals

Prepare for the challenges of winter driving with this essential DVD that outlines How the 6 conditions of winter driving affect safe vehicle operation, How to correctly use anti-lock brakes, How to recover from 3 types of skids, How to apply the 3 elements of traction!

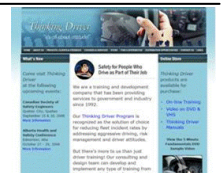
\$229.00

All DVDs can be previewed on our home page at www.thinkingdriver.com

Thinking Driver
12601 - 54th Avenue, Surrey, BC
Canada V3X 3C1
1-877-250-5601/ (604) 596-0500



Check out our website at
www.thinkingdriver.com





Driver Safety DVDs & Support Materials

ORDER FORM

Mail: Thinking Driver
 12601 54 Ave
 Surrey, BC V3X 3C1
Fax: 604-596-0789

Email: pam.peterson@thinkingdriver.com
Online: www.thinkingdriver.com
Phone: 604-596-0500 or 1-877-250-5601
 (Have credit card information ready)

Shipping Address:

Name: _____ Title: _____

Organization: _____

Address: _____ City: _____

Prov/State: _____ Postal/Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Send me *The Thinking Driver Newsletter & special promotions* _____ YES _____ NO

| Item: | Quantity: | Price per: | Total |
|--|-----------|------------|-------|
| NEW! | | | |
| DVD: Backing Safety Fundamentals | _____ | \$249.00 | _____ |
| Backing Safety Fundamentals Handbook | _____ | \$9.95 | _____ |
| Backing Safety Fundamentals Quick Ref. Cards | _____ | \$2.49 | _____ |
| Circle Check Decals | _____ | \$3.95 | _____ |
| Thinking Driver DVDs: | | | |
| Five Minute Fundamentals | _____ | \$249.00 | _____ |
| It's All About Attitude! - (School Bus) | _____ | \$349.00 | _____ |
| It's All About Attitude! - (General Vehicle) | _____ | \$349.00 | _____ |
| Winter Driving Fundamentals | _____ | \$229.00 | _____ |
| Four-Wheel Drive Fundamentals | _____ | \$249.00 | _____ |
| Thinking Driver Manuals: | | | |
| Thinking Driver Manuals | _____ | \$24.95 | _____ |
| Winter Driving Fundamentals manual | _____ | \$12.95 | _____ |
| Safe Operation of the Commercial 4WD | _____ | \$28.95 | _____ |
| Quick Reference Cards: | | | |
| Five Minute Fundamentals Quick Ref. Cards | _____ | \$2.49 | _____ |
| Winter Driving Fundamentals Quick Ref. Cards | _____ | \$2.49 | _____ |

Sub-Total: _____

| Canada Tax Rates: |
|----------------------------|
| HST 12%: BC HST 15%: NS |
| HST 13%: NB, NL, ON |
| GST 5%: AB, MB, NT, PEI |
| QC, SK, YT |

Shipping & Handling: (5% of total, minimum charge \$15.00) _____

Taxes: (As applicable in Canada according to chart on left) _____

GRAND TOTAL: _____