

Thinking Driver

"it's all about attitude!"



VOLUME 1, ISSUE 8 FALL 2010

The Thinking Driver

The Perfect Driver?

Few of us would argue that we are perfect drivers but when surveyed, we almost all see ourselves as better than average. Now, it cannot be the case that we are all better than the average driver so why do we all think that we are better than most others? The answer lies in the way we process information and explain both our actions and the actions of other drivers. In our training courses we regularly ask drivers to inventory the things that others do that bother them, make them angry or "P" them off. The lists are long and include: tailgaters, slow drivers, fast drivers, people who do not signal, people who use cell phones, inattentive drivers, people who cut you off etc, etc.... When we see these driving behaviours we naturally label the offending driver a jerk, an aggressive driver, or simply a lousy driver. It's easy to believe that we are better than these people.

We also ask course participants if they ever make mistakes when driving even though they are superior drivers. Most admit that, yes, they do make a mistake from time to time or drive aggressively for good reasons such as being late; or because of the frustration caused by the bad drivers that they regularly have to contend with on the road; or just because of having a bad day. Mistakes and the occasional aggressive driving that they admit to, include the same actions and behaviours that upset them when done by others, but they see the situation differently.

This is the crux of the issue: When someone else does something that we label as BAD DRIVING we see that individual as a bad person or as a bad driver at least. We judge her behaviour based on our judgement of her character. She is a bad person, a bad driver, inconsiderate or stupid. These are called dispositional attributions of behaviour. They are based on our judgement of the person's character.



BUT, when we do the same thing when driving, we explain it differently; "OOPS I made a mistake and just unintentionally cut someone off! Why are they so angry? I didn't do it on purpose!" In this case we already see ourselves as a good driver that just made a small error or took a chance based on circumstances such as being late or because we were just having a bad day. These are called situational attributions. They are based on the situation that the person is dealing with, not the person's character.

So we expect perfection from everyone else or we see them as bad drivers or bad people and react to them accordingly but excuse or rationalize our own mistakes based on the situations that we find ourselves in and preserve our high opinion of our own driving in spite of the mistakes that we make.

Are you comfortable being held to the same expectation of perfection that you hold other drivers?

Perhaps if we were more forgiving of our fellow road user's mistakes and focussed more on holding ourselves to a higher standard of driving safety, we would see less road rage, frustration and accidents on our nation's highways. In truth, if we reflect honestly, we have all done some pretty dumb things behind the wheel. What did the people around us think when we goofed up?

Try it, next time someone does something that sets you off, ask yourself; *have I ever done that or something worse when I'm having a bad day?* It may help you to think twice and realize that as humans we are all capable of mistakes.

- Spencer McDonald

Congratulations! to the following Thinking Driver certified trainers for successful completion of their training upgrade at the Pro-D development session July 8th & 9th in Surrey, BC.

North Okanagan-Shuswap School District #83, BC

- * Stephan Bohme
- * Cliff Forde
- * Kathy Keam
- * Norman McLeod

Rocky Mountain School District #6, BC

- * Nanci Clarke

Daniel Boyer, Thinking Driver Chief Instructor

Don Forth, Thinking Driver Senior Instructor

Michael Glas, Thinking Driver Senior Instructor

Sara McDonald, Thinking Driver U.S. Account Manager

Kent O'Sullivan, Thinking Driver Instructor

Do **YOU** need to recertify and upgrade your driver training?

Learn about:

- Legal/regulatory changes affecting driver training
- Developments in vehicle technology
- Best practices & proven instructional techniques for the adult learner
- Classroom management and training aids
- Much more!

Next scheduled Pro-D Day: January 18-19, 2011

Call us today for more information!

1-877-250-5601; (604) 596-0500



Need to train your driver trainers?



Thinking Driver Instructor Classroom:

Regina, SK	Nov 22 - 26, 2010
Vancouver, BC	Dec 6 - 10, 2010
Edmonton, AB	Mar 21 - 25, 2011

Thinking Driver Instructor Practical:

Edmonton, AB	Nov 15 - 20, 2010
Vancouver, BC	Jan 24 - 28, 2011
Regina, SK	Feb 7 - 11, 2011

Each 5 day course \$2295

Would you like to see a course listed here in your area? Please call 1-877-250-5601 for inclusion.

For more information contact Annette DeCaire, Training Coordinator, at adecaire@thinkingdriver.com or call her at 1-877-250-5601/ (604) 596-0500

For a full description of course content and to download a registration form, visit www.thinkingdriver.com.

Upcoming Instructor Courses:

Winter Driving Theory Instructor Upgrade

October 20th, 2010 Calgary, AB

Safe Backing Instructor Upgrade

October 21 & 22nd, 2010 Calgary, AB

Hazard Avoidance Instructor Training

November 2 & 3, 2010 Vancouver, BC

For more information contact Annette DeCaire, Training Coordinator at adecaire@thinkingdriver.com or call her at 1-877-250-5601/ (604) 596-0500.

Or visit www.thinkingdriver.com to review content on all of our courses.

Winter Driving Instructor Upgrade:

This one-day theory upgrade course will prepare currently certified and/or experienced classroom instructors to deliver Winter Driving Classroom course using the Thinking Driver Winter Driving Manual, quick reference cards and DVD. This program includes an in-depth exploration of vehicle dynamics and skid recovery theory. Participants will be provided with instructor manual with powerpoint presentation including winter driving video clips.

Safe Backing Instructor Training:

This 2-day Instructor Certification program is suitable for novice or experienced instructors who need to be able to train or coach drivers in safe backing practical sessions. The course includes basic coaching theory, how to give corrective and instructive feedback and all of the basic theory required to safely back up non-articulated vehicles.

Can't come to us? Have us come to You!

Contact Annette DeCaire, Training Coordinator to schedule one of our programs in your area.

Ph: 1-877-250-5601/ (604) 596-0500; Email: adecaire@thinkingdriver.com

Thinking Driver

Meet the Team



Spencer McDonald –
Thinking Driver founder
and President.

Spencer's background and education is in counseling psychology and he has worked in the road safety field since 1984. He has trained thousands of drivers,

motorcycle riders and driving instructors including police, firefighters and emergency vehicle operators.

In 2008 Transport Canada and Transportation Association of Canada (TAC) presented Spencer with the Award of Achievement for making a positive and measureable improvement to transportation safety.

As a specialist in program design, Spencer has developed and delivered training throughout western Canada and the US for government and industry including BC Hydro, Canada Customs and Revenue Agency, The Province of British Columbia, Yukon Government, Government of Northwest Territories, The Alaska Police Standards Council, Terasen Gas and many others.

Spencer has appeared on national television and radio and has delivered addresses at numerous conferences and symposiums throughout North America.

To have Spencer come and speak to your group or organization, please contact Annette DeCaire at adecaire@thinkingdriver.com.

Thinking Driver in Print...

School Bus Fleet magazine,
September 2010



Defensive Driving Principals and How to Teach Them

Thinking Driver president, Spencer McDonald, had the opportunity to speak with School Bus Fleet magazine's Senior Editor, Claire Atkinson in a recent interview addressing key principals of defensive driving and the "Five Fundamentals" as they apply to school bus transportation.

To read the article in its entirety, visit the Thinking Driver website links page.

[Thinking Driver Links](#)

Now Available!

Winter Driving Course E-Learning

Register your employees to learn the fundamentals of Winter Driving safety on-line!

Click here to learn more...



Thinking Driver is expanding!

Thinking Driver is a provider of corporate and government driver safety training and consulting services. Seeking a motivated individual to design and deliver classroom and hands-on safety training for people who operate vehicles as part of their duties.

[Visit our link here on Craigslist for a full description and specific instructions on how to apply now!](#)

Thinking Driver
12601 - 54th Avenue, Surrey, BC Canada V3X 3C1
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It's all about Attitude!

Thinking Driver's newest DVD release

NEW!

It's all about Attitude!

What makes good drivers take unnecessary risks



it's all about attitude!



What makes good drivers take unnecessary risks?

Thinking Driver President, Spencer McDonald explores driver attitude with a group of professional drivers in this 60 minute presentation, delivered in 9 short segments under 10 minutes each. Great for safety meetings or training sessions, this DVD addresses the topics of:

- Driver Attitude
- Risk tolerance
- Causes and effects of aggressive driving
- Personal factors affecting risk
- Stress
- And much more!

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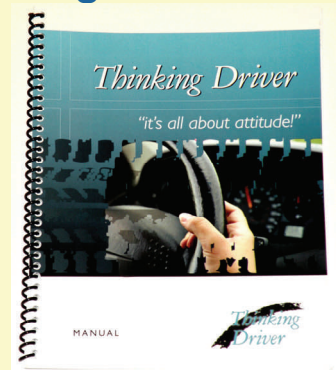
Don't miss these other excellent products by Thinking Driver



Winter Driving Fundamentals, Four-Wheel Drive Fundamentals, Five Minute Fundamentals DVDs and Manuals available!



Quick Reference Cards: Five Minute Fundamentals, Winter Driving Fundamentals Right at your fingertips!



Companion Manual \$24.95

Visit www.thinkingdriver.com to preview our videos, view product information and place your secured order

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Check out our website at www.thinkingdriver.com

