

How to Set Sample Goals and Objectives

How can your organization create an environment in which accident prevention is central in the minds of your drivers? Often times drivers are not aware of how your organization is performing. There are many ways to measure performance. Your organization should strive for ZERO LOSSES and this statement should be communicated to all drivers. While this may seem unrealistic, the last thing that you want to do is send the message that accidents are tolerated. This can only happen through a collective effort from management and drivers.

Setting Goals is easy; however, achieving them is a different story. How can your organization achieve its goal? Goals (which are measurable) are achieved through the completion of an objective(s), typically utilizing specific policies and procedures applicable to the organization or contained within the Risk Pooling Trust Fleet Management Toolkit.

Initially, your organization may set a goal to complete the Best Practices Checklist to see how your Fleet Program measures up in terms of strengths and weaknesses. Next, you should identify priority areas that need to be addressed. You can then set a goal to implement a Best Practice (s). For example your organization may set a goal to qualify their drivers. The Best Practices under the Driver Qualification section can help a member achieve this goal.

Goals can also be set with respect to improving upon accident experience or losses. Your organization can calculate their loss experience using a spreadsheet that will compare losses with the average Risk Pooling Trust Member. This can help you set goals to achieve a reduction in the frequency of accidents. This spreadsheet is available on line via the web site. It will be important to determine which objectives are needed to help achieve the goal. For example, objectives could include the following:

1. Require all drivers complete an Individual Driver Assessment.
2. Require all drivers attend a Driver Awareness Seminar (every three years).

Another way to utilize a goal is to look at the frequency of claims over a specific time period and to see if an improvement such as a 20% reduction in claims over the 5 year average could be achieved. The Best Practices Checklist and Best Practices could help identify potential opportunities for improvement. For example, you could look to improve upon existing training efforts or increase safety awareness activities amongst your drivers by sending out refresher information on a monthly /quarterly and/or annual basis and keeping them informed of your organization's accident experience.

See Sample Member Policies: Additional Resources – Appendix A

- 1) Provincialate - Sister Order [sample 1](#), [sample 2](#), [sample3](#)
- 2) Provincialate - Men's Order [sample 1](#), [sample 2](#)

- 3) College / University
- 4) Nursing Home
- 5) High School
- 6) Retreat Center
- 7) St. Vincent DePaul (SVDP)

[sample 1](#)