

“Thanks To J. J. Keller’s CSA 2010 Training Program, We’re Ahead Of The Big Changes Coming.”

“We built our training library around J. J. Keller programs. So when we needed to teach our drivers about CSA 2010, we knew just where to go — **J. J. Keller’s CSA 2010: A Driver’s Guide** training program.”

“CSA 2010 promotes professionalism within the transportation industry.”

“The **CSA 2010: A Drivers Guide** training program was a hit with our fleet. It’s **simple, concise, and explains CSA 2010 in everyday terms** yet doesn’t talk down to them. It has an **empowering and positive tone** that emphasizes their professionalism. But it also **makes it clear that drivers will be accountable for their actions under CSA 2010** and won’t be able to hide poor performance.”

“There’s a lot of misinformation about CSA 2010 out there, and the driver grapevine is always active. Using the program to give drivers the facts helps clear the air, and **encourages them to direct questions to safety management instead of relying on their peers.**”

“The best approach to safety is a proactive one.”

“We chose to be proactive and start our training before CSA 2010 began so that our drivers’ good behavior would have the maximum positive effect on our scores. **By using the training program, we were able to meet our goals** such as teaching our associates about the new initiative, correcting deficiencies and stressing proper safe driving behavior prior to CSA 2010 taking effect.”

“As a former boss of mine used to say, ‘If you don’t train, then don’t blame.’ **And with the new scoring system, the sooner a company starts training, the better.**”

See page 6 for details on **J. J. Keller’s CSA 2010: A Driver’s Guide Training Program.**



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