



Training strategies

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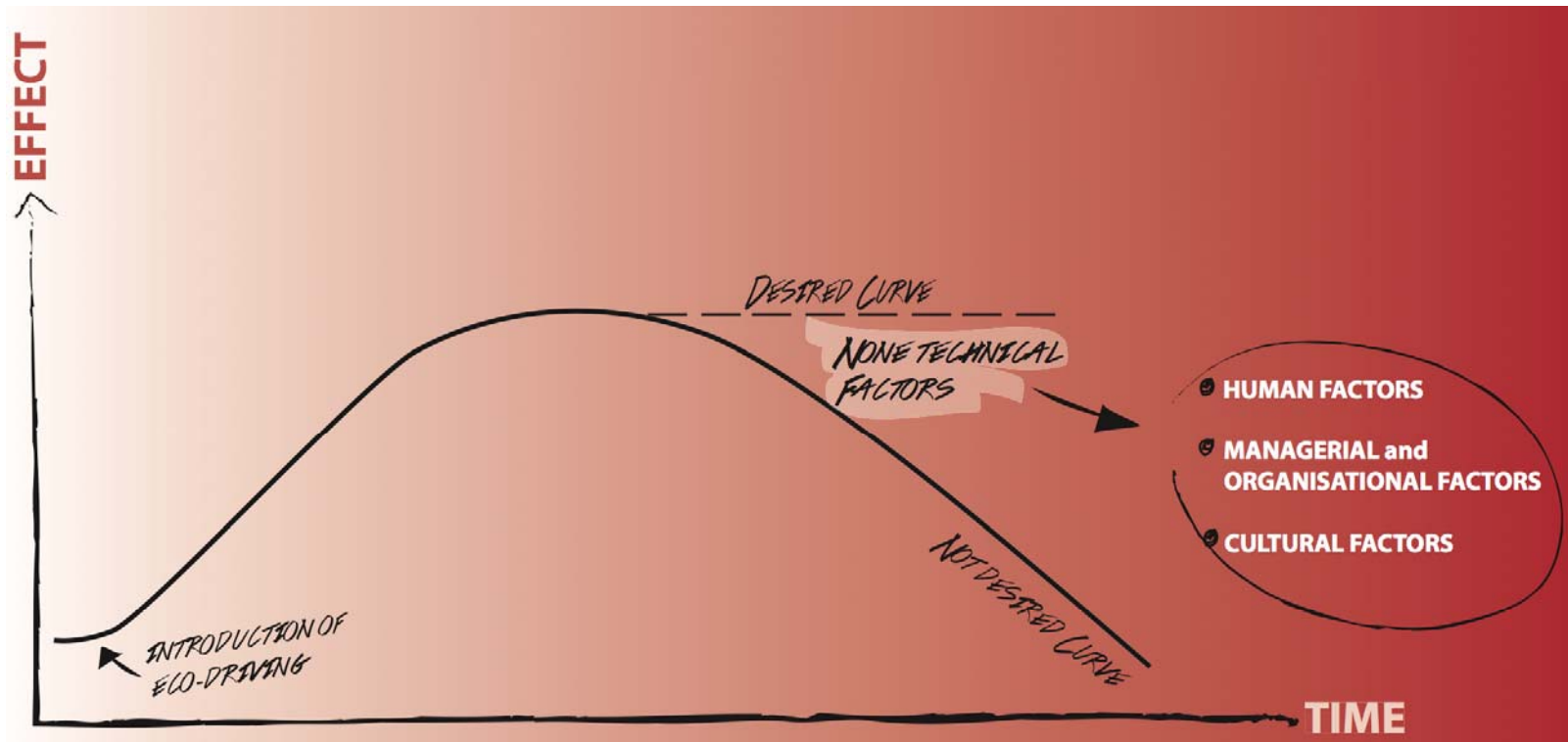


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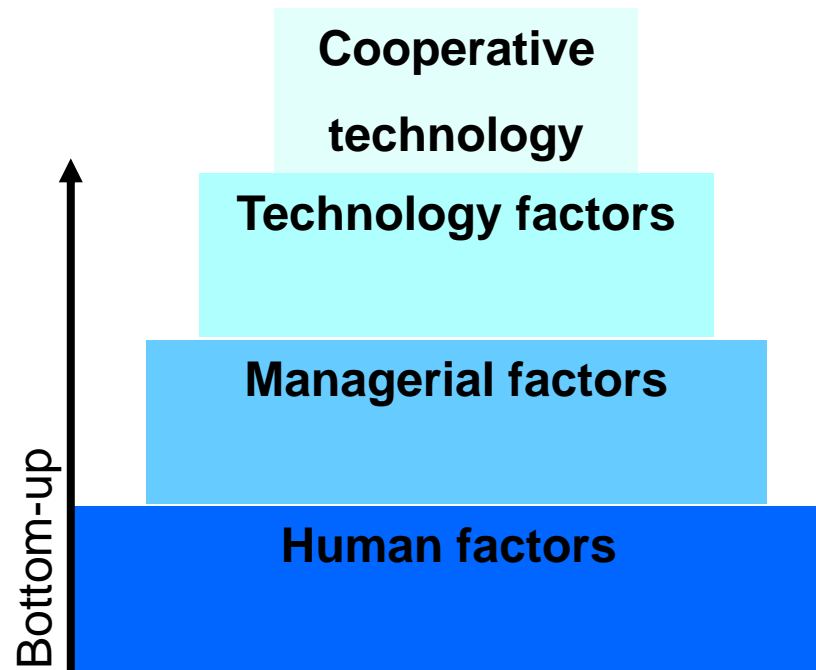


Long term effects

The positive effects of a technical system decrease as the users tend to go back to their previous behaviour. Additional non-technical factors are needed to maintain the positive effect.



Prerequisites



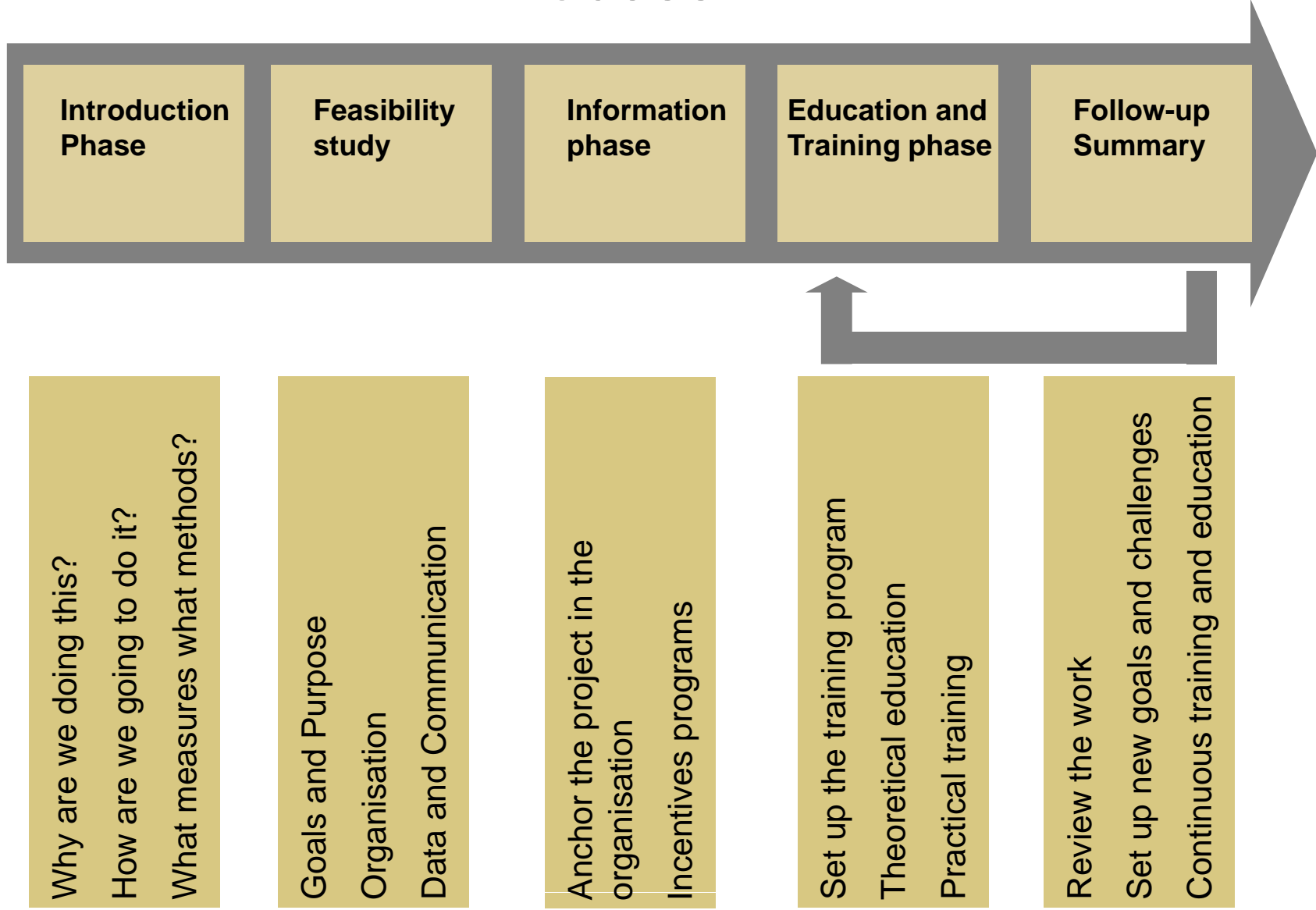
Cooperative technology: Means to integrate several different system with each other. They compile data and give direct feedback to drivers and back office.

Technology factors: Means to support the training and improve the results.

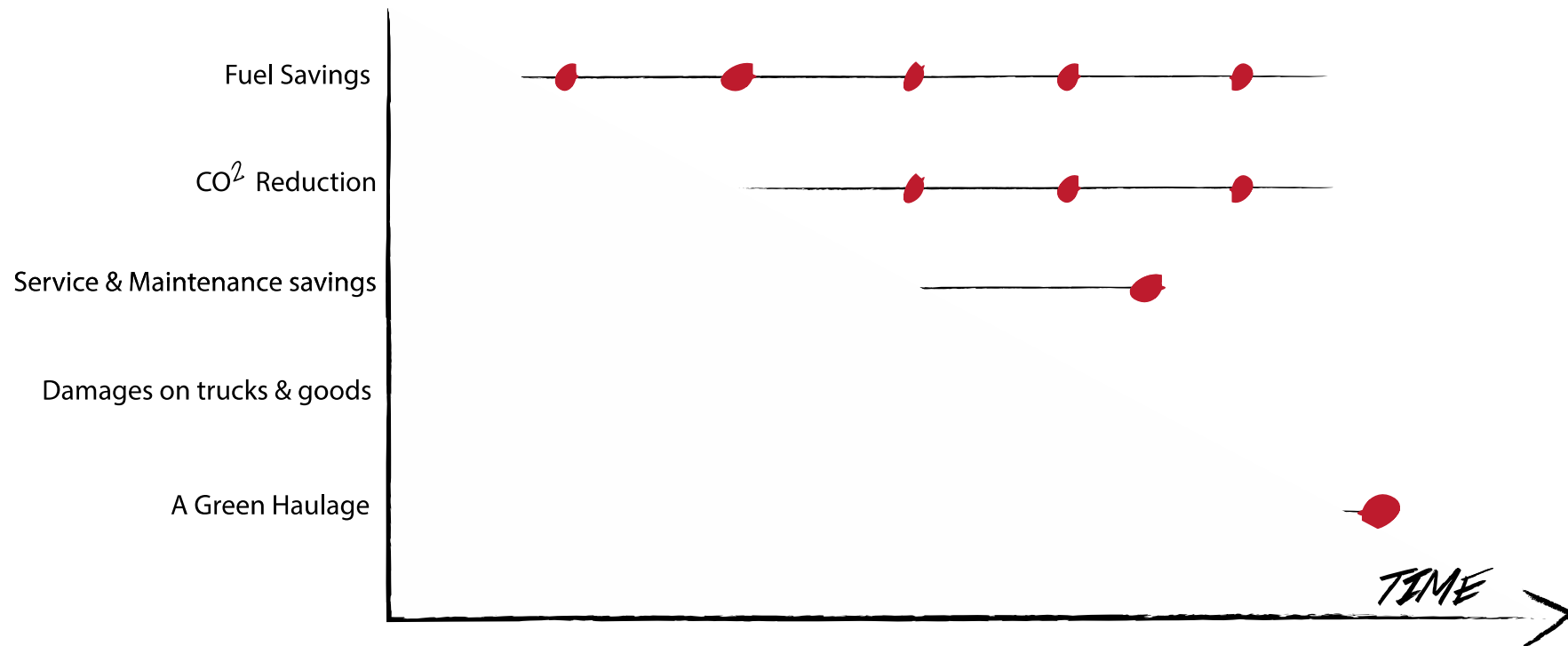
Managerial factors: how the work (of change) is managed in terms of goals, roles, responsibilities, incentives, resources, budget, process etc.

Human factors: Understanding peoples' resources and capacities, i.e. physical, mental, cognitive and behavioural properties. These factors are the basic prerequisites for the training strategies.

Process



Goal strategy



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Reason + Vision&Goals + Skills + Incentives + Resources + Action plan = Change

[] + Vision&Goals + Skills + Incentives + Resources + Action plan = Disbelief

Reason + [] + Skills + Incentives + Resources + Action plan = Confusion

Reason + Vision&Goals + [] + Incentives + Resources + Action plan = Anxiety

Reason + Vision&Goals + Skills + [] + Resources + Action plan = Resistance

Reason + Vision&Goals + Skills + Incentives + [] + Action plan = Frustration

Reason + Vision&Goals + Skills + Incentives + Resources + [] = Treadmill

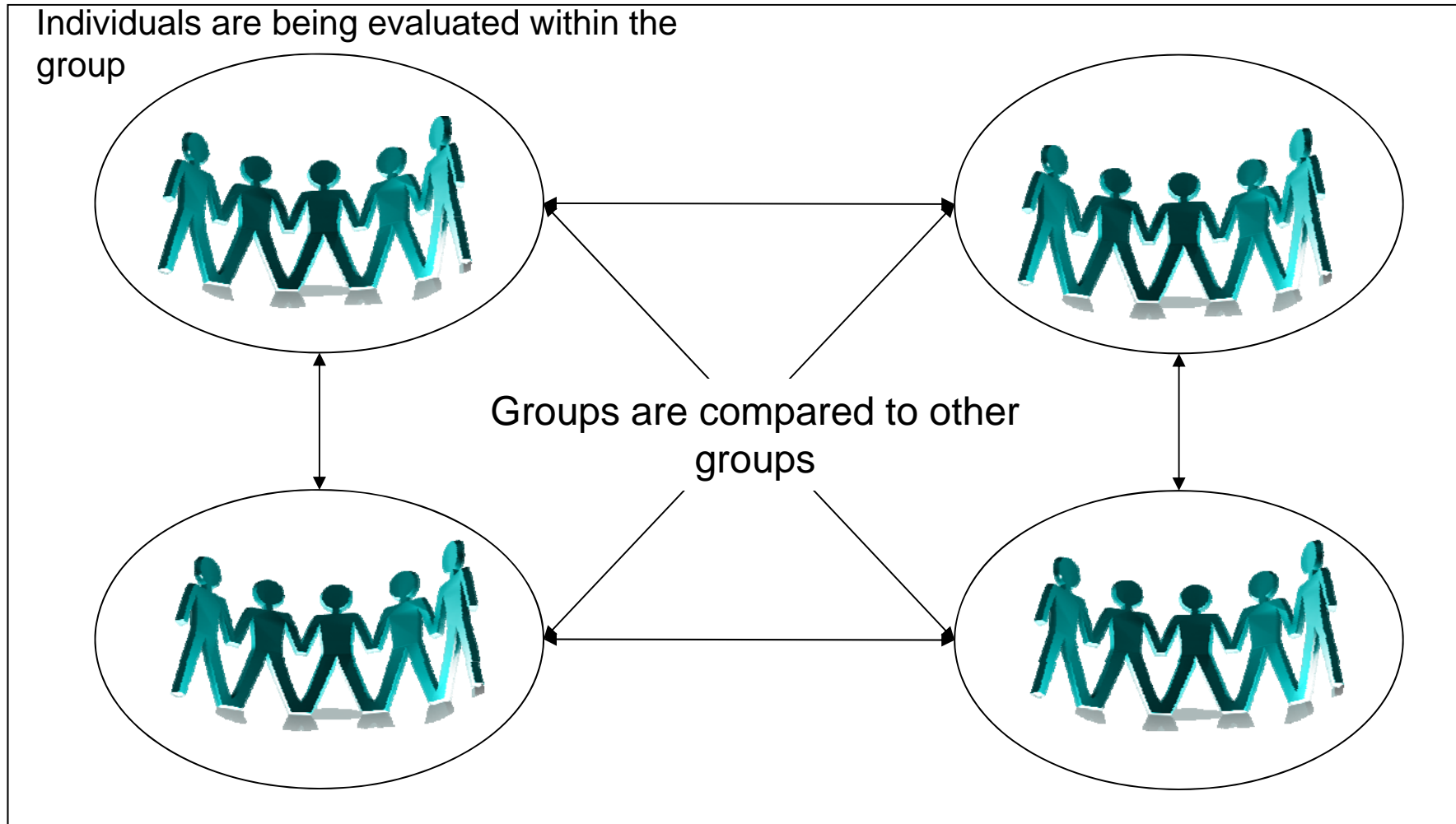


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Individual and group dynamics



Thank You!



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