

Metrics That MatterSM

Customized safety guidance based on real insights you can use.

Northland's approach to fleet safety is built on more than 75 years of trucking experience – it's built on real industry input. We surveyed 300 risk and safety managers across a range of trucking fleet sizes to understand the concerns, priorities and best practices shaping safety programs today.



The results reveal a common challenge

Fleets have more safety data than ever, but not always a clear path to action. And because that data represents real people behind the wheel, every decision matters. Northland Insurance advisors work directly with fleets to focus on the biggest risks and translate complex data into clear, practical steps that can help make the roads safer for everyone.

See our survey results and get advice for safety actions that matter most.

As a Northland fleet policyholder, you get hands-on safety support:

- Direct access to our **dedicated risk control advisors** who can meet with you one-on-one or virtually to help you prioritize and focus on what matters most.
- Personalized support that matches your team's specific risks, helping to address high-stakes behaviors.
- A true safety partner with experienced professionals working alongside your team to apply insights and monitor results.

Northland's consulting is designed around four pillars

Safety Culture & Engagement

- Make sure leadership safety goals match safety culture; misalignment occurs when zero-crash goals conflict with incentives for speed.
- Use tools like the Northland Driver Safety View™ survey to find out what drivers and managers really think to design the right training, coaching and consulting.

Data Events & Selection

- Assess safety alerts that matter most for improving driver behavior and reducing risk such as distraction, harsh braking, speeding and fatigue.
- Make sure your team responds quickly and consistently.

Coaching Skills & Capacity

- Train leaders to deliver clear, equal coaching to all employees – not just those needing improvement.
- Use a standardized coaching method to make expectations clear and track progress over time.

Continuous Improvement

- Set clear goals and track the safety results to see if/how they are working.
- Review your results regularly to keep improving and reducing risk.



Contact your Northland representative for more information and to schedule a consultation: **northlandins.com/**
contact-us.

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