

# WE GET TO THE HEART OF POOR **DRIVING** CHOICES, CHANGE MINDS, AND BREAK BAD HABITS.

## ONE CLIENT AT A TIME.

### WE DON'T JUST MAKE A PRESENTATION; WE MAKE A DIFFERENCE.

#### THE RIGHTLANE DIFFERENCE

We know your company is looking for **driver training** that doesn't just check a box. You want training that will lead to change and reduce incidents behind the wheel, while engaging your employees. With a creative and unconventional, interactive approach to understanding and managing **distractions** that affect **safety**, combined with years of teaching Defensive Driving, RightLane covers the practical, common sense, law-based realities of driving. But we also expose the **choices** your employees make behind the wheel and how those simple choices shape their driving, their attitudes, and ultimately your **bottom line**.

#### RIGHTLANE RESULTS

- ◆ Gain defensive driving strategies that focus on safety first.
- ◆ Experience the impact of distracted driving through hands-on, group activities.
- ◆ Identify the physical effects of distracted, drowsy & impaired driving.
- ◆ Realize how driving behaviors, speed, and choices can influence others.
- ◆ Learn how and why to manage knee-jerk reactions to other drivers.
- ◆ Make a personal commitment to reverse bad habits.
- ◆ Leave with the knowledge and power to encourage others to make life-saving changes.

**“RightLane took a very serious message and made it fun and entertaining for our employees. Their approach to presenting this topic on safe driving is the best I have seen in my 24 years in the electric cooperative business.”** Brad Kimbro | COO | Wiregrass Electric Cooperative

#### A FEW RECENT CLIENTS



- ◆ NRECA Safety Leadership Summit
- ◆ Baldwin EMC
- ◆ East Kentucky Power
- ◆ Adams Electric
- ◆ Alabama Rural Electric Association
- ◆ The Parkes Companies
- ◆ A. Marshall Family Foods

#### RIGHTLANE PARTNERS



RightLane is owned by Sharon Winter and Donna Bayless. We are a spirited speaking duo and lifelong friends who grew up together in Kentucky, drove '65 Mustangs in high school, and now own a defensive driving school and corporate training company in Nashville, Tennessee.

Clients say we are energetic, authentic, and even humorous in our approach, grabbing and keeping your employees' attention. A must in safety training.



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