



Effective Communication

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EFFECTIVE COMMUNICATION STRATEGIES

- ❑ Recognize and Respect
- ❑ Understand and Respond
- ❑ Verbal Defense and Influence
- ❑ Maintain a Safety Culture



Recognize and Respect

- ❑ Do not prejudge
- ❑ Introduce yourself
- ❑ Be respectful



Understand and Respond

- ❑ Listen fully and completely
- ❑ Avoid negative body language
- ❑ Use a proper tone of voice



Understand and Respond

- ❑ Express empathy
- ❑ Offer solutions
- ❑ “Let me see what I can do”



Verbal defense and Influence

You have done everything reasonable to resolve the issue, but the passenger is still angry. Now what?

- Respond, don't react
- Respond, don't retaliate



Verbal Defense and

- ❑ Avoid “calm down”
- ❑ Influence their decisions
- ❑ Inform them there are consequences to their actions



Maintain a Safety Culture

Effective Communication can help keep employees safe in an environment beyond their control.

- ❑ Provide proper training
- ❑ Consider multiple resources
- ❑ Guest Speakers



Maintain a Safety Culture

Monthly Safety Campaign

- ❑ Themed event every month
- ❑ Posters and banners placed in high traffic areas
- ❑ Video display monitors



Maintain a Safety Culture

Guest Speakers

Bill Parsons, "It's not what you say, it's what they hear".

Pilar Cole, ADA Advocate for Rolling Starts

"All you gotta' do is love 'em"



Maintain a Safety Culture

SPS Travel Trainers

- ❑ Persons with Special Needs
- ❑ Personalized Instruction
- ❑ Group Oriented Offsite Training



Maintain a Safety Culture

OmniTrans' Performance Improvement Plan (PIP)

- ❑ Customer Driven, Internal & External
- ❑ One-on-one counseling
- ❑ Onboard Ride Checks
- ❑ Progressive Follow-up





THANK YOU