



DRIVING FORCE: INFLUENCER PROGRAMME

A complete and customisable training
programme for Bus Supervisors & Managers

e-Brochure 2024

understood

WHO WE ARE



Carolyn Quinton, Founder & Director

We are Understood.

Our **brilliantly bespoke** learning experiences **drive engagement and transform behaviour.**

Everything we do is centred around a fundamental human need: **to understand and to be understood.**

This is what drives engagement and leads to great experiences for your employees and customers.

Our approach is **investigative and consultative...**

*We review. We question.
We listen. We understand.*

Our aim is to get under the skin of your organisation and truly understand: your employees, your customers, your organisation and its challenges.

We create top-notch, tailor-made training programmes that get results because they are real, relevant and impactful.

“ You truly feel that the work is in not only capable hands, but with people that really understand the outcomes you’re aiming for and why you’re doing what you do. The standard of production and design is nothing short of brilliant.

Hansi Jackson, Head of Learning & Development, First Bus

DRIVING FORCE: INFLUENCER PROGRAMME

A complete and customisable training programme for Bus Supervisors & Managers (those who influence driver behaviour)





THE WHAT & THE WHY

Our five-part Influencer Programme will equip your Supervisors and Managers with the skills and confidence to thrive in their roles – and your drivers and customers will feel the difference.

“ A big thanks to 'Understood' once again for delivering exceptional training. The journey gets better every time.


THE LOWDOWN

 Each three-hour module is aimed at supervisors and managers of bus drivers and engineers. Option for 'Direct' delivery by Understood Trainer to supervisors/managers or 'Train the Trainer' delivery.


 **Five Influencer Courses:**

1. A Valuable Influence
2. A Safer Influence
3. A Stronger Influence
4. A Compassionate Influence
5. A Connected Influence


Option to purchase individual courses or entire programme (discounted rate)


 → **Direct delivery:**
3 hours (in-person or virtual)


→ **Train the Trainer delivery:**
1 day workshop (in-person)

 → **Direct delivery:**
Up to 20 Supervisors/Managers

→ **Train the Trainer delivery:**
Up to 10 Trainers

 Tailored to your organisation

 Comprehensive workbook and personal action plan

 Option to include bespoke film or audio content

Influencer

(noun) 'in.flu.ən.sər

someone who affects or changes the way that other people behave



An 'Influencer' is anyone with regular, direct contact with a driver – able to shape the driver's behaviour and the customer experience.

Drivers need support and connection from their surrounding team – controllers, duty managers, engineers, and supervisors. These individuals influence how drivers feel and act.

To upskill these key 'Influencers' we've developed the five-part Driving Force Influencer Programme, complementing our Driving Force CPC Programme.

Influencers will deepen their role understanding and develop crucial communication skills, aligned with CPC topics. As they progress, they'll build core competencies. We'll empower your Supervisors and Managers, by equipping them with the confidence and skills to make a difference.

“ The whole course was brilliant – engaging and informative. I loved the interaction, breakouts, group work.

COURSE CONTENT

“ The material is vibrant and refreshing and the Understood trainers deliver the material with a huge degree of engagement and professionalism.



1 A VALUABLE INFLUENCE

Influence with emotional intelligence

1. Understand the value of your role as an 'Influencer' in the workplace
2. Increase your influencing power by boosting your 'Ingredients of Influence'
3. Sharpen your self-awareness by exploring personality traits – acknowledging how others might read your words and behaviour
4. Understand how your personality influences your leadership and communication style
5. Learn how to adapt your communication style to build better relationships with others
6. Feel committed to act in a way that reflects and role models your

2 A SAFER INFLUENCE

Challenge unsafe behaviours & champion safety

1. Appreciate the impact you have on your organisation's safety culture
2. Understand the importance of role modelling and recognising safe behaviours
3. Sharpen your knowledge of vehicle defaults, by practising identifying and categorising them
4. Learn how to manage challenging conversations around safety
5. Confront unsafe behaviours using effective feedback techniques
6. Create a plan to acquire the knowledge and skills you need to positively influence safety culture



3 A STRONGER INFLUENCE

Support driver wellbeing & build resilience

1. Appreciate the role you play in positively influencing team health and wellbeing
2. Use self-awareness to develop better responses to stress and support your mental health
3. Identify signs for concern around the physical and mental wellbeing of others
4. Hold effective and supportive conversations to encourage wellbeing goals
5. Implement strategies to build resilience and effectively manage challenging situations
6. Build a practice of self-care to boost your mental and physical health

“ The course gave me more confidence to challenge unsafe behaviour. ”

4 A COMPASSIONATE INFLUENCE

Champion an inclusive workforce

1. Recognise the value of empathy and compassion when it comes to leading and influencing driver behaviour
2. Gain clarity and confidence on language and law related to Equity, Diversity & Inclusion (EDI)
3. Learn how to create a psychologically safe, welcoming, and empowering workplace culture
4. Practise compassionate influence in action by working through typical workplace scenarios
5. Understand the difference between power and influence in relation to job roles
6. Develop skills to positively influence attendance, performance, and behaviour



5 A CONNECTED INFLUENCE

Build a united & customer-centric team

1. Understand the importance of professional and positive customer and colleague interactions
2. Acquire strategies for improving team collaboration and working dynamics
3. Learn how to tackle challenging behaviours and resolve conflict
4. Assist drivers in diffusing conflicts with customers effectively
5. Drive team performance by fostering ownership of organisational KPIs
6. Champion customer-centricity by supporting drivers to deliver exceptional customer experiences

“ The quality of the materials, content and resources is just outstanding. ”

BESPOKE FILM PRODUCTION

Why?

Short, thought-provoking films or audio stimulate discussion and embed learning. You can also use your films as part of internal and external communications campaigns.

How?

We manage all pre-production and post-production activity: we prepare contributors, create scripts and direct, shoot and edit the films to a high-quality, professional standard.

How much?

Our film production costs are fair and affordable. We produce content for a wide range of budgets, and we can tailor our video production package to suit your requirements.



[Click for a flavour of what we've done...](#)

“ The videos were the best bit – to see how other drivers work their lifestyle around their job.

“ My favourite part was the videos about real life driver stories.

OUR VALUE

82% rated the course
excellent
 and 18% rated the course as good*

“ Such fantastic feedback from everyone who has attended. Everything is so well thought out, relevant, professional and fantastic quality. Just brilliant.

Bex Sinclair, People Director, SPS

Notes:

* Data from 16 Influencer courses delivered to Translink Bus Inspectors in 2023.

** Our Driving Force Influencer programme complements the contents of our [Driving Force CPC programme](#). But if you have an existing programme of driver CPCs in place, we can adapt it to support the content.

DRIVING FORCE INFLUENCER**:

- A programme of five courses for supervisors and managers
- Ready-made core content, but tailor-made to your company (your Values, Vision, customer insight, performance data etc.)
- Professionally-designed and produced resources and materials: Influencer Toolkits, Action Plans, slides, posters, cards etc.
- Option to purchase individual courses or entire programme
- Option to integrate bespoke film or audio content

DELIVERY OPTIONS:

1. Train the Trainer delivery:

One-day TTT workshop (per course) for up to 10 trainers; course run by experienced Understood facilitator; printed & bound, professionally-designed Trainer Packs with detailed session plans

2. Direct delivery:

Understood facilitator delivers the course directly to your Influencer population



Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

www.understooduk.com

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