



COMPANY & PUBLIC IMAGE

This 3 ½ hour course provides:

- Explanation of the consequences, including loss of business, reduction of O – Licence, for anti-social / dangerous activities whilst at work
- Explanation of the common causes of road aggression incidents
- Advice on avoiding public conflict
- Explanation of the criminal prosecutions and consequences of conflict
- Explanation of how gestures can lead to serious situations
- Explanation of how stickers, slogans or flags can lead to serious situations
- Explanation and demonstration on defusing conflict situations
- Explanation of the necessity to promote a good image to your customer
- Vehicle condition and appearance
- Driver alertness, dress and presentation
- Compliance with all regulations
- Professional persona
- Explanation of the necessity to comply fully with site, customer and company policies and rules
- Explanation of the rules on smoking in the workplace
- Compliance with drug and alcohol policies

Including a practical exercise and confirmation quiz.