

KNOWLEDGEABLE

INSTRUCTOR TRAINING

OUR FULLY INTEGRATED PDI TRAINING COURSE.
DELIVERED TO YOU.

SESSION 11

Knowledgeable Instructor Training In-Car Session Eleven

What to Expect

In Session Eleven you will learn how to deliver value for money in lessons, focussing on controlled stops and emergency stops.

You will look at developing around your own learning needs using any platform for development.

How to Prepare

Practice driving around controlled stops at the side of the road (left and right) and reducing your risks of having to perform an emergency stop, build a picture of how you might deliver these lessons to pupils. How each different type poses their own learning objectives and how you might best adapt your teaching to different types of learners at different stages. Think about how you evaluate the surroundings when deciding where to pull in, what elements of your driving reduce the chances of you having to perform an emergency stop procedure.

- Continue to study theory test pro towards part One. Even if you've already passed part one, it's great to keep refreshing your knowledge.
- Ideally around now you will have passed part one and part two and be preparing towards a trainee license or your part three test.
- Read up on controlled stops and emergency stops in Practical Teaching Skills and Driving the Essential Skills.
- Complete lesson plans on controlled stops and emergency stops.
- Look at these competencies in Knowledgeable Instructor Training Presenter, include a short briefing, list suitable practice areas, note some Questions to target knowledge and to keep the car safe on the move. Consider the goals and objectives of a pupil during these lessons.
- Read through the Diary Management and SWOT section of Knowledgeable Instructor Training session eleven guide.

You get out of the course as much as you put in and spend as much time as possible between in-car sessions practicing and developing your hazard management skills, theoretical knowledge, driving ability and teaching/instructor skills.

Managing Your Diary To Achieve Your Goals

You should by now be planning for life as a driving instructor. Considering the amount of money, you'd like to earn, the type of car you'd like to drive and for teaching, the type of career you want in the industry (learners, HGV, Emergency services, fleet, instructor trainer etc) amongst other considerations but most importantly how are you going to get where you want to get to?

One of the key aspects is to manage your diary, not only to fit your home life but to give the best value to your customers and to give you the time to grow and develop your own business, even as a franchisee, to ensure that you reach your ultimate goal.

It can be a difficult balance initially as you attempt to grow your client list and build your reputation. In doing so it can be easy to overlook the bigger picture and agree to take on more pupils than you had planned for, especially around peak hours such as evenings and weekends. You can quickly find your family time compromised and your work-life balance suffers.

Taking on any pupil should be considered a long-term commitment, one which can realistically last between 6-12 months regardless of the standard of the pupil. Even taking on a pupil already at test standard can be a long-term commitment. Perhaps they haven't passed their theory test yet, don't forget test waiting times for both practical and theory are typically 6-8 weeks and during summer months and mid-winter are often longer due to demand (summer) and weather-affected cancellations (winter). What if they fail either the theory test or the practical test? What if they fail their practical test and their theory test expires (pupils have two years from the date they pass their theory to pass the practical driving test)?

Suddenly that pupil you had accepted because you were a few hours short becomes a pupil on your diary for the next 6 months, and your planned Sundays off to spend with family, sort out your company accounts, complete some development training or CPD assignment, are out of the window. It's easy to fall into the trap of taking on a friend of the pupil or one of their relatives here also since you're already working that day now.

Suddenly that long-term plan seems very far away, it's been months since you've had a full day off and your home life is suffering. You are not enjoying your work and your business will ultimately suffer.

These are words of warning, particularly if you have a young family, or if you want to progress into other areas beyond learners then you need dedicated time where you can work towards and develop that side of your business.

Remember that you are running a business and that saying 'NO' to someone will not cause your business to fail. It is amazing how often a potential client has a spare hour that is more convenient when you tell them that you have no availability for evenings or weekends.

Also remember that as a driving instructor, you are your boss it is your responsibility to grow your business and ensure you are earning sufficient income to pay the bills. Getting the balance right can be difficult, especially at first, but as your reputation and client base grows it gets easier to manage and control.

We recommend putting together an outline plan of the hours you want to work, based on the amount of money you need to earn per month, considering factors such as below, (the more accurate your figures, the more effective the model will be for you): -

Household bills (£800) Monthly salary (£400)

Costs of business (£920) - car, insurance, petrol, repairs, tax, franchise, accountancy fees etc

Pension (£200)

Holidays (£200) - there's no holiday pay when you're self-employed.

Sickness (£80)

Savings (£400)

Total monthly outgoings £3000

Divided by 4 weeks (allowing for 4 weeks holiday p/a) would give a weekly income requirement of: - **£750** and approximately **28 hours per week**.

If you divide the £750 by your average lesson fee e.g. £27 you get a requirement figure of 28 hours per week (£27 per hour example at current average rates 2021)

(The above example is merely for demonstration purposes and does not reflect individual personal or business circumstances)

It is always best to allow for around 4-5 lesson cancellations per week, which you may or may not charge for, depending on factors such as notice period, pupil considerations, business goodwill etc. So in this case, it would be safer to plan a 35-hour week diary, with the expectation of fulfilling 27-30 hours.

Once you know how many hours you need to work, factor in how many hours you'd like to work per day as a maximum, to allow you to deliver good quality lessons to every pupil. Don't forget you will also need time between lessons to write up lesson plans and drive to your next lesson (toilet breaks, lunch etc). Put down in your diary the days you want to work. Look at days you don't want to work and factor in time for home life, business development etc and any free time you need. Look at what time you want to start/break and finish on each day THEN fit the *35 hours (*as per the above example) into a planned structure.

You must then, as best as possible stick to the outlined plan. You might agree on the odd lesson with a pupil outside of the structure but not take on long-term commitments outside of the structure.

Following a structured business plan and managing your diary is essential to the success of your business.

SWOT Analysis

To help you grow your business, even at an early stage, it is a good idea to conduct a **SWOT** analysis to help you know what factors will help you to achieve your ultimate goal, which areas you need to develop, what opportunities to develop you foresee in the future and any potential threats to your business and ultimate goal.

Strengths are things you are good at.

Weaknesses are things you are not good at.

Opportunities are situations that can be fortuitous for you.

Threats are situations that can have a negative impact on you.

Spend some time completing a **SWOT** analysis below and refer to it, adjust and amend it as you develop your business: -

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths? | Weaknesses What could you improve? Where do you have fewer resources than others? What do others see as your strengths? |
| | |
| Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities? | Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you? |
| | |

Knowledgeable Instructor Training Reflective Learning

Feedback

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|--------------------------------------------------------------|
| What went well? |
| What areas do I want to develop? |
| How am I going to develop this/when/how much time/resources? |
| Date to achieve/review. |

Knowledgeable Instructor Training Reflective Learning

Giving Value for Money

| |
|--------------------------------------------------------------|
| What went well? |
| What areas do I want to develop? |
| How am I going to develop this/when/how much time/resources? |
| Date to achieve/review. |

Knowledgeable Instructor Training Reflective Learning

Giving Instruction

| |
|--------------------------------------------------------------|
| What went well? |
| What areas do I want to develop? |
| How am I going to develop this/when/how much time/resources? |
| Date to achieve/review. |

Knowledgeable Instructor Training Reflective Learning

Divide Responsibility

What went well?

What areas do I want to develop?

How am I going to develop this/when/how much time/resources?

Date to achieve/review.

Knowledgeable Instructor Training Reflective Learning

Observing the Pupil and Surrounding, Giving Timely Directions

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|--------------------------------------------------------------|
| What went well? |
| What areas do I want to develop? |
| How am I going to develop this/when/how much time/resources? |
| Date to achieve/review. |

Knowledgeable Instructor Training Reflective Learning

Core Comps, fault ID, Analysis, Remedy

What went well?

What areas do I want to develop?

How am I going to develop this/when/how much time/resources?

Date to achieve/review.

Knowledgeable Instructor Training Reflective Learning

Timely and Appropriate Verbal and Physical Intervention

What went well?

What areas do I want to develop?

How am I going to develop this/when/how much time/resources?

Date to achieve/review.

Knowledgeable Instructor Training Online Session Eleven

As part of your preparation for in-car session Eleven, and as part of your development to become a great driving instructor, in the week before your in-car session we will attempt to arrange a suitable time to deliver the online section of your training, via Zoom. You will receive a link to follow that will take you directly into the session.

The online section should take between 40 minutes to an hour to complete.

During Knowledgeable Instructor Training online Session Eleven you will discuss and train around the following areas: -

- Your progress over the past couple of weeks
- How to give timely and appropriate feedback (SCI 14)
- SWOT and your business

Date of completion online session Eleven:

__/__/__

Date of completion in-car session Eleven:

__/__/__