

Keeping Us Safe

Proudly Presents the...

Beyond Driving with Dignity

Training & Certification Program



Providing practical, real-life solutions to older drivers and their families

Become a Trained & Certified
“Beyond Driving with Dignity Professional”

Beyond Driving with Dignity
Training & Certification Program
www.beyonddrivingwithdignity.com



Do You Possess These Qualities...

- a sincere passion to help older drivers and their families?
- excellent inter-personal skills?
- the ability to quickly and accurately sort opinion from fact?
- great listening skills?
- the ability to bring calm to an unsettling emotional circumstance?
- a "can do" attitude?
- the courage to make the right decisions, knowing in advance that your decisions may not be well-received?
- a sincere interest in helping keep our roadways safe?
- the fortitude to stay with a project until it's complete?
- the ability to be empathetic toward others?
- a friendly and caring disposition?

**If so, then our program
may be *perfect* for you!!**



Table of Contents

1. The Beyond Driving with Dignity Program
2. Is There a Need?
3. What is a BDD Professional?
4. Who is This Program For?
5. Qualifications
6. The Business Advantage
7. About the Course
8. Your Start-up Kit
9. On-going Supports
10. Maintaining Your Certification
11. How Much Does the Certification Cost?
12. Training Dates and Locations
13. How Do I Enroll?
14. Frequently Asked Questions (FAQ's)
15. How Can I Learn More?

Never be afraid to try something new.

Remember...amateurs built the ark; professionals built the Titanic.

- *Anonymous*

The Beyond Driving with Dignity (BDD) training and certification program has been designed to arm certain professionals with tools necessary to help older drivers and their families work through the complicated issue of age-related diminishing driving skills.

Our training and certification program *supplements* your current professional skills and life experiences with a very pro-active, targeted program that will help older drivers and their loved ones work through what can be a very complex, sensitive and emotional transition.



The Beyond Driving with Dignity program is *not* built around the premeditated goal of “taking the keys away” from an older driver. Rather, the program is designed to help the older driver and concerned family members make appropriate decisions on the future of the individual’s safe driving career. It is true that in certain circumstances, this may involve assisting the older driver in making a smooth and permanent transition from the driver’s seat to the passenger seat.

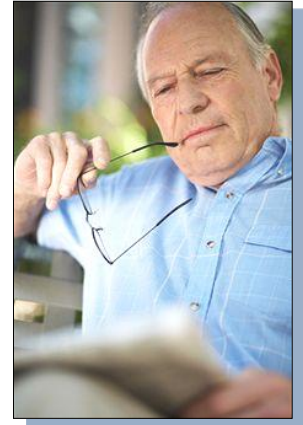
The Certified Beyond Driving with Dignity Professional will receive training in:

- Evolving a concerned family’s opinion and speculation into solid, tangible facts
- Helping the older driver and his or her family make appropriate driving related decisions
- Providing a viable, practical plan that will help ensure a smooth driving retirement, or in helping the older driver self-impose appropriate driving restrictions
- Creating a culture of ongoing support to help the older driver and his/her family meet transportation needs
- Ensuring there is *minimal* disruption to the older driver’s personal *independence, dignity* and feelings of *self-worth* during this transition process, and beyond

The Beyond Driving with Dignity program is designed to be worked in close conjunction with [“Beyond Driving with Dignity; The workbook for older drivers and their families”](#). The workbook complements the efforts of the BDD Professional, and the BDD Professional complements the contents of the workbook. Both the BDD professional and the workbook work in tandem to bring a peaceful resolution to the complex and sensitive issues surrounding an older driver’s diminishing driving skills.

Recent Storylines

- Elderly couple found frozen to death after getting lost on drive
The Washington Post - January 13, 2011
- Woman run over by her elderly husband
Fox5 San Diego - April 26, 2011
- High speed crash caused by 83 year old wrong-way driver
Fox5 San Diego - February 7, 2011
- Car bursts into flames after older driver crashes into Houston home
KHOU 11 News Houston - June 21, 2011
- Houston: Tearful reunion as missing elderly couple found in Florida returns home
KHOU 11 News Houston - June 8, 2011
- 83-year-old woman sentenced to three years in prison for killing a 5-year-old at bus stop
Marietta Daily Journal - April 23, 2011



A Few Facts



According to the U. S. Department of Transportation, an average of 500 older adults are injured every day in crashes.

Research on age-related driving concerns has shown that at around the age of 65 drivers face an increased risk of being involved in a vehicle crash.

After the age of 75, the risk of driver fatality increases sharply, because older drivers are more vulnerable to both crash-related injury and death.

Starting in January 2011, more than 10,000 baby boomers a day will turn 65, a pattern that will continue for the next 19 years.

According to the National Highway Traffic Safety Administration (NHTSA), most older drivers can expect to outlive their driving ability by about 7-10 years.

The American Medical News reports that drivers 85 and older are nine times more likely to die in a crash than are drivers 25-69.

The Beyond Driving with Dignity Professional is someone who has successfully completed a very unique, one-day, live in-person training program built around:

1. [“Beyond Driving with Dignity; The workbook for older drivers and their families”](#), and
2. The [“Enhanced Self-Assessment Program”](#) for older drivers

After receiving their certification, the BDD Professional is now well-suited to provide older drivers and their families with a very *specific* program that will help make decisions on how to keep the older driver safe.



The Certified BDD Professional is *not*:

- an employee of Keeping Us Safe, or
- a franchise owner of Keeping Us Safe, or
- a driving assessor

The Beyond Driving with Dignity certification program is *not* a program to train individuals to become driving assessors. Certification in the Beyond Driving with Dignity program is designed to be a common-sense approach to facilitate (and often times mediate!) rational, common-sense driving-related solutions based on tangible facts and personal observations.

Since sessions between the Beyond Driving with Dignity professional and the older driver are typically conducted in the older driver’s residence, your *base of operations* can be your place of business, your workplace, or even your home office.

Our Beyond Driving with Dignity *self-assessment program* is designed to be worked in the comfort and confidence of the older driver’s home, and has been referred to as a *kitchen table exercise*.



"I frequently receive calls from adult children concerned about an elderly parent's driving abilities. I now have an invaluable program that I can deliver to them as part of my professional services. It is very gratifying to see the relief on the faces of my client families once I've settled their fears."

Susan H.
Geriatric Care Manager



I left the social work field several years ago to begin a family. I saw the BDD Certification program as an excellent opportunity for me to get back to serving others, and I like that I can work the program at my own pace and own my own schedule. I can do as many or as few BDD sessions as I want. This has been a wonderful opportunity for me!

Kimberly W.
Social Worker

If you are a...

- Nurse
- Discharge planner
- Social worker
- Geriatric care manager
- Personal injury attorney
- ElderLaw attorney
- Counselor
- Automobile insurance agent
- Life insurance agent
- Clergy
- Parish nurse
- Financial planner
- Occupational/physical therapist
- Nurse practitioner
- Employee assistance professional
- Human resources professional
- Independent/assisted living administrator
- Case manager
- Community relations officer (police)
- Court official
- Mental health professional

**Then this certification
may be perfect for you!**



"I have been able to provide an additional service to my older driver policy holders. This has helped keep my older customers safe on the roads, which simultaneously reduces my claims payout ratio. Being the only agent in my community to offer this service has helped earn the trust of the community and has also provided a significant boost to my marketing efforts."

Franklin T.
Auto Insurance Agent





The Beyond Driving with Dignity professional is dedicated to helping families of older drivers respond to the challenges of age-related diminishing driving skills.

The Beyond Driving with Dignity program provides a valuable service to families and the good of the greater community. As a result of filling this need, Beyond Driving with Dignity professionals find themselves in an excellent position to generate revenue for their invaluable services.

Education/Experience Requirements:

- Option 1:** Professional with at least 3 years paid work experience working in any of the job descriptions (or similar) listed on Page 4 above
- Option 2:** A degree (or certificate) in a discipline related to the geriatric or counseling communities
- Option 3:** Hold a Bachelors degree in a related field
- Option 4:** 10 years experience in law enforcement or highway safety
- Option 5:** A combination of any of the above
- Option 6:** Other qualifying experience or education
- Option 7:** Have volunteered a minimum of 50 hours over the past 2 years working with seniors



If you possess these basic qualifications and want to make a positive difference in the lives of others, then we invite you to enroll in the Beyond Driving with Dignity Professional training and certification program!

The Beyond Driving with Dignity certification program is an excellent program if you want to...

➤ **Supplement your current income**

The BDD certification facilitate your efforts by adding profitable services to increase your revenues and bottom line.

➤ **Develop your own stand-alone business**

For those who wish to supplement current employment or business activities with a separate, value-added service offering, the BDD certification affords you that opportunity.

➤ **Provide additional services to your *current* client base**

For those who presently have employment or business activities in such areas as insurance, medical or social work, and other personal and family services, the BDD certification provides the foundation for you to expand the client relationship on a profitable basis. This certification will serve as an excellent *value-added* service.

➤ **Gain *additional* clients**

As you grow your BDD service business, public workshops and presentations, referrals, and word-of-mouth acknowledgment provide you with an outstanding marketing edge over your competition.



This is *not* a multi-level marketing business model, it is instead...

- an excellent business opportunity for you to provide a professional service that is designed to make a positive difference in the lives of others
- an opportunity to provide valuable services and generate additional revenue from your place of business, your workplace, or even from your home
- an opportunity to provide services at a pace you feel comfortable with...do as many or as few self-assessments as you choose

The sky is the limit!

What will the training session be like?

- Classroom lecture
- Role playing exercises
- Supplemental videos
- Small group exercises
- Guest speakers
- Continental breakfast and full lunch will be provided
- Very relaxed, friendly, enjoyable, lively, comfortable and interactive atmosphere!



Course Syllabus	
<u>Morning</u>	<u>Afternoon</u>
Introductions	Facilitating Decisions
Policy & Procedure	Executive Report
Ethics & Professionalism	Developing Your Business Model
The <i>Self-Assessment</i> Philosophy	Final Examination
Understanding the Workbook	Issuance of Credentials
Performing the Session	

Each enrollee will have the opportunity for a 30 minute, personal (or by telephone if necessary for logistical reasons) meeting with Matt Gurwell, Founder & CEO of Keeping Us Safe to discuss any issues, concerns or questions that you may have concerning the program.

In certain cases, this training certification may qualify you for Continuing Education (CEU) credits for your specific discipline.

Your start-up kit will be issued on the day of your training session.

Your start-up kit will include:

- Your name@beyonddrivingwithdignity.com email address (if you choose)
- Beyond Driving with Dignity photo ID card (with expiration date)
- Three “Beyond Driving with Dignity; The workbook for older drivers and their families” workbooks
- Beyond Driving with Dignity participant’s guidebook
- 100 personalized business cards (if you choose)
- Beyond Driving with Dignity informational/promotional brochures for your use
- A personalized media release for media outlets in your community announcing your successful completion of the program



“Any man who can drive safely while kissing a pretty girl,
is simply not giving the kiss the attention it deserves.”

- Albert Einstein

As an organization, Keeping Us Safe will work tirelessly to help ensure the success of each and every certified Beyond Driving with Dignity professional. Technical and business supports are available to you at no additional charge via a dedicated email address and a toll-free telephone number (for BDD professionals only) that is structured to prioritize over other incoming calls.

We encourage and foster an air of cooperation with our BDD professionals!

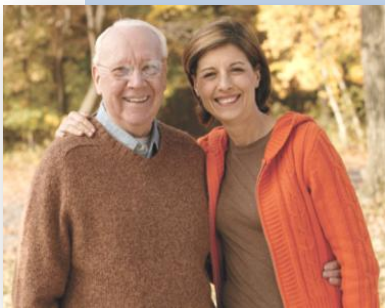
Technical & Business Supports

- technical assistance and guidance as you conduct your BDD sessions and prepare your Session Executive Reports
- help in developing your own unique promotional material
- assistance in developing and distributing media releases
- help in finding local resources that may be of value to your clients
- guidance and aggressive supports in your marketing efforts
- help developing statistics unique to your geographical area
- supports that will further your professional networking initiatives
- assistance in promoting your successes in the program
- free access to BDD-related educational webinars



Our monthly e-newsletter for BDD professionals includes such topics as:

- updates on current trends and ongoing research projects
- updates on best-practices for BDD professionals
- updates on national highway safety programs vehicle safety technology
- marketing strategies, tips and suggestions
- links to your state's driving and testing laws
- our 'BDD Professional of the Month' feature
- unique networking opportunities
- updates on new Beyond Driving with Dignity products
- our "What's on the horizon?" feature
- articles on *client* successes
- award, recognition and achievement announcements of our BDD professionals





Good News...

Maintaining your certification is easy!

Upon satisfactory completion of the training program, your certification will remain current until the end of the calendar year. Newly certified professionals are now required to *maintain* their certification. To do so, each professional receives monthly continuing education training on such issues as current trends, new technology and best practices as they relate to issues surrounding older drivers.

For all members of our inaugural 2011 BDD training sessions, this annual renewal rate of \$149 will *never* increase!

A \$149 annual renewal fee is required to maintain your certification.

The fee includes:

- Certification renewal and continued listing in our BDD directory
- Issuance of a current Beyond Driving with Dignity identification card
- The opportunity to attend six on-line continuing education programs each calendar year
- You and/or your organization will be listed as resources (with hyperlinks) on both the Keeping Us Safe and Beyond Driving with Dignity websites
- Access to our e-newsletter developed specifically for our certified BDD professionals (see Page 9 above)
- **Referrals!** Under our current business model, calls received by Keeping Us Safe from concerned families will be referred to the appropriate Beyond Driving with Dignity professional



Total cost for the Beyond Driving with Dignity training and certification is \$750. There are no hidden costs and this price includes:

- Criminal background check
- Start-up kit (see Page 8)
- One day live, in-person training session
- Complimentary workbook upon paid deposit
- Your *name@beyonddrivingwithdignity.com* email address (if you choose)



Payment methods include major credit cards and business/personal checks.
A deposit of \$149 is needed to:

- ✓ Begin the registration process
- ✓ Secure your position in the class

Tuition Timeline

As identified above, a \$149 deposit is required to reserve your position in the class. The remaining balance is not due until 14 days prior to the scheduled start date. Click [here](#) to review our refund policy.



- An immediate **\$50 discount** is available to those who choose to pay the full tuition balance amount prior to 30 days before the class start date
- Refer a friend and receive an **additional** \$50 discount
- Additional discounts are available to organizations that enroll three or more employees into the program

In addition receiving tuition discounts by paying early and/or by referring a friend, you might also consider:

- Obtaining a corporate sponsor to cover all or part of your tuition
- Receiving financial assistance from your employer
- Applying for a tuition *scholarship* from Keeping Us Safe (call 877-907-8841 for scholarship details)



Program Schedule

September 15, 2011	St. Louis
September 29, 2011	Phoenix
October 6, 2011	Philadelphia
October 25, 2011	Chicago
November 2, 2011	Indianapolis
November 10, 2011	Raleigh
<hr/>	
January 19, 2012	Tampa
February 9, 2012	Houston
March 1, 2012	San Diego
March 15, 2012	Columbus
April 12, 2012	Boston



Question: *What if I don't see my city listed in the above schedule?*

Answer: Not to worry! Dates & locations for the 2011 schedule (and for 2012!) are still being developed.

To suggest that the program be brought to your area, or to learn more about the schedule venues, simply send an [e-mail](#) to the Beyond Driving with Dignity program.

(Click [here](#) to read our refund policy)



Enrollment is quick and easy!

Simply follow these 3 easy steps:

- Ensure that you meet the minimum qualifications
- Click [here](#) to complete the on-line registration form
- Submit your \$149 deposit



Once your on-line registration and deposit have been received, you will receive (within 2 days) a confirmation email with instructions on:

- how to proceed with your criminal/DMV background check
- remaining payment schedule and balance
- an invoice documenting your payments to date
- information on what you can expect next
- your candidate tracking number (this reference number will stay with you during your entire tenure as a BDD Professional)



You are encouraged to register now, as class sizes are limited.



If at any time during the enrollment and registration process you have a question, please call us right away at 877-907-8841

Do I have to pay the entire tuition immediately?

No! A \$149 deposit is required to reserve your position in the class. The remaining balance is not due until 14 days prior to the scheduled start date. A \$50 discount is available to those who choose to pay the full amount prior to 30 days before the class start date.



How much do I charge clients for this self-assessment program?

Keeping Us Safe typically charges client families \$350 for the session. You have the flexibility to set your own pricing structure (within the professional standards established by Keeping Us Safe).



What if I don't meet the minimum qualifications as listed on Page 5?

Because of the unique skill set that is needed to be a successful Beyond Driving with Dignity professional, it is not realistic to ask interested individuals to conform to a cookie-cutter, hard-lined set of qualifications. Doing so would certainly eliminate many great program candidates. If you believe you do not meet the minimum qualifications, please contact us for further consideration.

Once I have completed the training and have received the certification of a Beyond Driving with Dignity professional, do I become an employee of Keeping Us Safe?

No. Although we have several employment opportunities, you are simply receiving the *training* and *certification* to function as a Beyond Driving with Dignity professional. This certification may be used as you see fit (within certain guidelines).

**How wonderful it is that nobody need wait
a single moment to improve the world.**

- Anne Frank

This brochure is current as of September 3, 2011. The current revision date can be found in the lower right corner of the brochure's cover page.

To ensure you have the most current information, check the revision date by clicking [here](#) to confirm that you are reading from the most current edition. If not, download your free copy of the revised edition.

We've worked hard to cover many of the bases in this informational brochure, however we surely have not covered everything! If you have questions or would like to receive additional information, please either:

- Call us toll-free at 877-907-8841
- Click [here](#) to send us an email



For Additional Information

[Beyond Driving with Dignity; The workbook for older drivers and their families](#)

The [Enhanced Self-Assessment Program](#) for older drivers

Follow Keeping Us Safe on [Twitter](#)

Sign up for the Keeping Us Safe [newsletter](#)

Connect with us on [LinkedIn](#)

We can do no great things, only small things with great love.

-Mother Teresa

Beyond Driving with Dignity
Training & Certification Program
www.beyonddrivingwithdignity.com



All BDD concepts and materials are copyrighted
and are the sole property of Keeping Us Safe, LLC .
All Rights Reserved.