



# JUST DRIVE SIMULATOR:

## CORPORATE ENGAGEMENT RECOMMENDATIONS

Creative ways to engage employees, families, and the community with your **Just Drive Simulator** all year long.



### Guide Overview

This guide offers quick, creative ideas to help employers integrate the **Just Drive Simulator** into their workplace. Whether for safety campaigns, wellness initiatives, or employee engagement, the suggestions inside are designed to be flexible and impactful. Use it as a starting point to spark awareness and drive culture change throughout your organization and beyond.

### Employee Engagement

**Family Night Events:** Organize occasional "family days" where employees are encouraged to bring their teens to experience the simulator.

**Loaner Program:** Let employees "check out" the simulator to share with family and friends at home. Target the offering to employees that have teenagers nearing the driving age.

**Simulator-as-a-Story Collection:** Invite employees to share their simulator reactions and compile an internal newsletter or social post series ("How We Drive Change Together").

### Workplace Integration

**"Lunch and Learn" Demonstrations:** Host regular "Lunch & Learn" sessions featuring the simulator and rotate it through departments as part of a monthly "Safety Spotlight." Position the simulator as more than a one-time tool. Make it part of your ongoing health, wellness, and employee development efforts.

**Ongoing Lobby Challenge:** Create a custom leaderboard in a shared space where employees can compete for the title of "Safest Driver." Use a simple point system based on participation, completion of specific driving scenarios, or peer/manager feedback on safe driving habits demonstrated in the simulator. These friendly, recurring challenges help keep safe driving top of mind and encourage positive workplace engagement.

**Wellness Program Tie-In:** Offer simulator usage as part of the company's health and wellness initiatives, linking safe driving to overall wellness.



[www.mkiefer.org](http://www.mkiefer.org)



## Internal Training and Culture

**Onboarding New Employees:** Include simulator usage as part of new hire orientation, especially if your employees drive as a function of their work.

**Fleet Safety Training:** Use it during quarterly or annual trainings for employees who operate company vehicles.

**Driver Recognition Programs:** Let safe drivers use the simulator as a fun bonus at annual safety award ceremonies.

**Safety Campaign Kickoffs:** Launch new workplace safety campaigns by inviting employees to use the simulator to highlight the importance of attentive driving.

**"Just Drive" Certificate Program:** Create a short curriculum — employees must complete the simulator and a brief reflection form to earn a certificate.



## Community Outreach & Business Events

**Community Events:** Bring the simulator to company-sponsored community days, safety fairs, or open houses.

**Recruitment Events:** Use the simulator at career fairs or hiring events as a "wow" interactive experience.

**Partnerships with Local Schools:** Lend the simulator to local high schools or driver's ed classes as part of community goodwill programs (and create a news story about it!).

## Calendar-Based Engagement

**Distracted Driving Awareness Month (April):** Run simulator contests or awareness activities.

**Teen Driver Safety Week (October) and 100 Deadliest Days (Memorial Day - Labor Day):** Let staff use the simulator at home with teens during these relevant teen driver safety dates.

**Holidays:** Feature it as part of holiday safety campaigns when road travel peaks.

**Back-to-School Safety Push (August/September):** Remind employees and their families about safe driving habits as school zones become active again. .