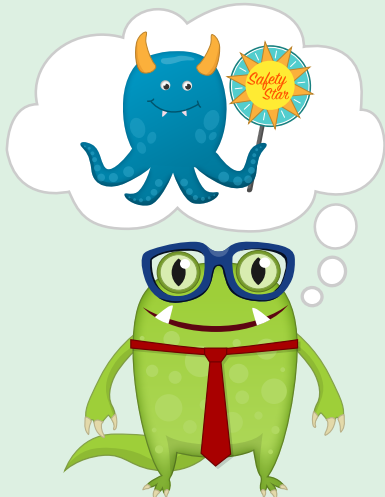# Luma's Observation
Tap into your learners' goals to motivate them.

Companies have goals and often push those goals onto learners and want them to buy into them. Can you force a learner to really learn? How many times do you start out with the learner's goals in mind?

The training rollout stems from YOUR goal.

Company goal

To create safe drivers.

Means to the goal

Backing

Assign safety training that you choose.

Lumafy Tip 3
Create a challenge for your learners that taps into their goals that ultimately accomplishes your company goal.

The training rollout stems from the LEARNERS' goals.

Don't know their goals? Ask them.

Learners' goal

To make money.

Means to the goal

Backing

Set a challenge
(See example script.)

Result

Driver goal of earning more money, they engage in more safety training because they have a choice, ultimately they meet the company goal.

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Example script:

You want to earn lots of money. The more miles you drive, the more money you make. The more miles you drive, the more opportunity there is to get into accidents and be out of commission. Out of commission means...no $$.

Each month we are going to give you 1 mandatory training and you can pick 2 or more eNuggets of information that will help you stay on the road and earn money. See how many points you can collect along the way and see how you stack up among your peers.

Mandatory Training

Backing

Pick 2 or More

Distracted Driving

Budgeting and Setting Financial Goals

CSA -The 7 Basics Revisited

Extreme Weather