

PROFESSIONAL DRIVER

PROFESSIONAL DRIVER IS A VAN DEN BOSCH TRANSPORTEN PUBLICATION



THE MASTER CLASS REALLY MAKES THE DIFFERENCE!

Will be the very first Van den Bosch Master Driver?

So, you think you are a good driver? That you can operate equipment flawlessly? That you always strictly follow procedures? And, what is possibly even more important: you can see the use and purpose of this? That you know exactly how to use the expensive diesel, and usually drive without damage? That you are a gentleman on the road and an ambassador for Van den Bosch...

So, is that what you think? Well, now that you mention it... That is what we think. Otherwise, you would never have got past Cees Sluyter when you first attended classes at our Van den Bosch Academy. Because at Van den Bosch only the best drivers get through. Therefore, we say – and we really mean it: “well done!”

So far the good news. And now, the even better news. This newsletter marks the start of a campaign over several years. With it, we want to encourage our drivers to keep excelling themselves. The programme is not compulsory.

But we think you would be crazy not to take this opportunity. This is the perfect chance to perfect your expertise. Completely free!

We want you to feel an even greater specialist in your area, and to be proud of what you have achieved. Actually, the ideal situation would be for Cees to be unable to teach you anything anymore. (Well, you may not have reached that point quite yet, but still...)

That is why we welcome you to our renewed Van den Bosch Driver Training and Master Classes for

- Van den Bosch Green Driver
- Professional Driver
- Master Driver!

This is going to be the best driver training in Europe! And you are invited to participate. The content is simple and will be explained on the next pages. The most important thing is for you to feel encouraged to increase your expertise, and to enjoy doing so. Because even though each title comes with a small reward, it is not about the money, but about your personal development. Do not expect an immediate pay scale, not even if you should become a Master Driver. Do expect respect and admiration. Expect a higher status and greater self-confidence. Expect the certainty that what you do is considered positive by others.

What we mean is: you are not obliged to anything, but there are a lot of opportunities. However, bear in mind that the whole world is demanding more and more knowledge of you. And knowing more than others is never a bad thing. So take this opportunity! I am curious about who will be the first Van den Bosch Master Driver...

Lots of success!

Toon Coopmans

We are ready to grow with our customers!

“One thing is certain: major changes are afoot at Van den Bosch. This is the first thing that everyone will notice when our new strategic plan 2011-2015 is unveiled. Our ultimate goal is to achieve a substantial increase in turnover by 2015. Our organisation has spent the last few years doing the preparatory groundwork, and is now ready to make the big leap forward.

The market is changing dramatically, and a further seismic shift is expected. Van den Bosch is fully prepared. Over the last few years, we have all been working hard to grow our company into a logistical service provider. We want to provide even better services to meet our customers’ needs, and deliver integrated solutions in close consultation with our customers. To achieve an optimal result, our customers’ choices must be even more closely aligned with ours. To that end, we must continue to strive towards internal growth, which is largely geared towards anticipating our customers’ wishes.

We have accomplished a lot, but there is more work to be done. We need to improve our internal operations. We also need to train our people, so that they are even more alert to our customer’s needs. We expect our employees to do more than simply deliver good work within their own department. The ultimate aim is that we work together as one solid unit to improve our internal operations and lines of communication even further. Better cooperation between our departments and between us and our customers is crucial.

This requires everyone within our organisation to embrace a fresh mentality. The drivers have set the ball rolling. They are the first to have undergone a brand new training programme, and are now suitably qualified to build a solid career within a solid company: Van den Bosch Transporten. I wish you the best possible start!”



Marcel Wouterse
CEO

FURTHER IN THIS NUMBER:

- 2 ▶ Training en masterclass: van Driver tot Masterdriver
- 4 ▶ Van den Bosch goes to the next level!
 - ▶ New businessmanager Paul van de Vorle
 - ▶ Kijk zelf hoe jij in het bedrijf staat

PROFESSIONAL DRIVER

THE VAN DEN BOSCH

Driver training



At Van den Bosch, each new driver starts with a week in the classroom. Once this has been successfully completed, the new driver starts practical training – lasting up to two weeks – with another driver of the department where he will be working. But this does not make him a Van den Bosch Driver yet. To become one, during his first year on the road he has to show, via various e-learning modules, among other things, that he really masters the basics. Obviously, he will receive all necessary guidance. This e-learning is fun to do, and you can do it whenever it suits you. The reward is considerable: after completing all compulsory exercises you can officially call yourself a Van den Bosch Driver. This means no less or more than:

'Yes I am in!'

THE START OF A MASTER CAREER
INTRODUCTION PROGRAM

Yes, I'm in!

VAN DEN BOSCH.com
TO THE NEXT LEVEL

THE VAN DEN BOSCH MASTERCLASS

Green Driver



After having worked as a Van den Bosch Driver for at least one year, you can register for the first of three Master Classes: Van den Bosch Green Driver. Whether you are admitted will depend to a large extent on your performance until then, because aspirant Green Drivers will learn all about fuel reduction and smooth, safe, damage-free and economical driving. Via e-learning modules their knowledge will be updated in all areas. This will be complemented with a number of modules on inspection and sealing, which will be completed partly in the classroom, and partly by the drivers themselves.

If successful, this has various consequences: not only do you score 7 hours for your Code 95, but what is just as great is that from this moment onwards you can proudly call yourself a Van den Bosch Green Driver. This comes with a nice small present. But the important thing is that you can say:

'Proud to be green'

THE CARE FOR A BETTER ENVIRONMENT
MASTER CLASSES

I'm proud to be green!

VAN DEN BOSCH.com
TO THE NEXT LEVEL

THE VAN DEN BOSCH MASTERCLASS

Professional Driver



Those who are eager to continue after obtaining Green Driver status can immediately sign up for another Master Class: Professional Driver. This may be a little confusing, because we have been calling you this for years. Now, however, we have created an actual learning module, complemented with two very interesting subjects, to obtain the title of Professional Driver. The Professional Driver Master Class not only consists of broadening and deepening the knowledge you have already acquired. It will also familiarise you with crime prevention and security. This is mainly about how you can recognise potential crime and unsafe situations in due time and prevent them. This is for your own safety, and that of your equipment and society in general. It will make you an even better, all-round driver. Here as well, you can earn 7 hours for your Code 95, and a unique little present. And you will be able to say:

'Safety is my middle name!'

WHERE CAUTIOUSNESS PREVENTS PROBLEMS
MASTER CLASSES

Safety is my middle name!

VAN DEN BOSCH.com
TO THE NEXT LEVEL

THE VAN DEN BOSCH MASTERCLASS

Master Driver



Of course there is always someone better. A driver who excels in each and every aspect. Who has complete mastery of the entire subject matter, and is hence a master in his profession. For this select group, there is the Van den Bosch Master Driver Master Class. Those who sign up for this from the end of 2011 onwards will be given a one-day training course, during which they will be tested, among other things, on their skills in a number of areas. Then, agreements will be made: a (learning) target will be set for you. This could be, for instance, that after another year you drive even more economically, have not suffered any accidents, have not experienced any problems with the different procedures, and so on. You will receive feedback on this both during the year and at the end. If you reach the standard, you become a Master Driver. Unfortunately, this does not give you 7 hours for your Code 95. But as the first Master Drivers cannot realistically be expected before 2012, you can count on us giving some serious thought to an appropriate reward in the meantime. Moreover, you will be able to say, without hesitation:

'Yes, I am the best'!!!

THE ULTIMATE STEP TO THE SUMMIT
MASTER CLASSES

Yes, I'm the best!

VAN DEN BOSCH.com
TO THE NEXT LEVEL

MARCEL WOUTERSE UNFOLDS HIS PLANS FOR 2011-2015:

Van den Bosch goes to the next level!

CEO Marcel Wouterse is currently touring Van den Bosch branch offices, where he is giving an introduction to what is going to happen over the next few years. What it all boils down to is that "Van den Bosch is going to rise to the very top of this market!"

"From today onwards, our creed is 'Van den Bosch to the next level'", Marcel keeps repeating to his audience. "Because we want to make Van den Bosch grow. But also because we want to step up from a well-performing company to the absolute top in European logistics. Soon, we will no longer simply be 'that transport company that delivers what you ask for', Marcel explains during each session. "We will no longer be that company that proudly states that it always arrives on time, and, oh, we also have ISO and HCCP, of course! Get lost," Van den Bosch' CEO concludes in front of a shocked audience. "In 2011 this is no longer added value, is it? Customers expect a well thought through performance, in which both parties are completely attuned to one another, allowing both partners to realise their respective objectives. Customers want much more from us, and that is exactly what we are going to give them."

"With this in mind, we have been preparing our company over the past years. Obviously,



we need to keep adapting our actions and thinking to the customers' needs. But, for now, we think we have, together, created a solid basis for this. Now is the time, and we are ready for it!!"

"Over the past few years, a lot has been achieved already. And yet, in the coming period we are going to do even more to improve our executional skills and our internal and external image. Not only because that is what customers want and expect from us, but also because we can and want to do it. Everyone is going to notice these changes, also drivers. One change affecting them is the renewed training. But it is also good for them to know that this came about in the context of our TRIPLE A philosophy. Everywhere in Van den Bosch we will be working with the three As in mind: Accountability, Ability and Attitude. You can see what these stand for next to the symbols on this page. The values shown there perfectly

fit in with the four core values we have always upheld at Van den Bosch. Only, the three As make these a little more concrete. Now, you can find out exactly where you stand in the company, and what you can improve on your way to TRIPLE A status. The renewed training possibilities will certainly help you achieve this. Go for it. They will not cost you anything, and you and your knowledge are essential to us!"

NEW BUSINESSMANAGER PAUL VAN DE VORLE:

'Always a next step'

"One of the tasks of the New Business Manager is to bring in new customers," says Paul van de Vorle about his responsibilities as New Business Manager. "In addition, I also contribute, for instance, to the development of new (intermodal) transport concepts. At Van den Bosch a major change has just been implemented. That is why for my job, I also need the help of the drivers."

Paul is a loyal Van den Bosch employee. "I rolled in here 11 years ago as a trainee from the Transport Academy in Venlo. And I'm still here. Through all sorts of different commercial and strategic positions I got to know Van den Bosch really well. One of my current tasks is

that of New Business Manager. In other words: how can we bring in as many new customers as possible to Van den Bosch?"

Paul has a clear, straightforward vision of his task: "We have to do this together. I may be responsible for looking for and bringing in new customers, but I am well aware that I can't do this on my own. Obviously I could make a list and make telephone calls all day with my feet up on my desk, but I would probably overlook a lot of useful information from other departments. "

And this is exactly where the drivers come in. "Our boys are unloading everywhere, they hear all sorts, see all sorts, talk to colleagues and know what is happening where." Paul explains. "They have access to a plethora of information useful to me which I would never be able to

Find out where you stand in the company

The Triple A system is based on the three As, namely: Accountability (taking responsibility), Ability (possessing knowledge and skills) and Attitude (your attitude and behaviour). Below is an overview of concepts associated with each of the As. This way, you can quickly see where you stand. And also what is expected of you.

ACCOUNTABILITY TO THE NEXT LEVEL

Taking responsibility for your contribution and what you do with respect to

- equipment and tools
- the customer
- yourself
- for the company
- for each other

ABILITY TO THE NEXT LEVEL

Possessing knowledge and skills

- work and rest times
- safety
- economic behaviour
- what does the company want
- your contribution to VdB
- improvement

ATTITUDE TO THE NEXT LEVEL

Your attitude and behaviour

- proactive
- not negative but constructive
- helping each other
- values and norms
- conflict resolution
- dealing with planners/customers/...
- providing opportunities
- friendly

gather here at the office. That could be information about potential customers, but also on how we can improve things for our existing customers. All they need is for the penny to drop to realise they need to do something with it. What I am aiming for is that when they see or hear something, they should pass this information on to their planner so I will know about it too. Who knows, it may be a golden tip. Obviously, we should be doing something with that for the drivers too. We are still a bit clueless about that. So, if there are drivers who have a great, workable idea: let's hear it!"

