



**Drive-Up Training**  
QUALITY TRAINING FOR SAFER ROADS

# Developing Business-Ready Driving Instructors

Shaping Professionals for the Road Ahead

Vickie Ambrose - Kim Gibson  
Co-Founders

# Agenda

- The Real Problem
- Why it Matters
- Case Study
- D.R.I.V.E-UP
- The Proposed Solution
- Impact of Business-Ready Instructors

# The Real Problem

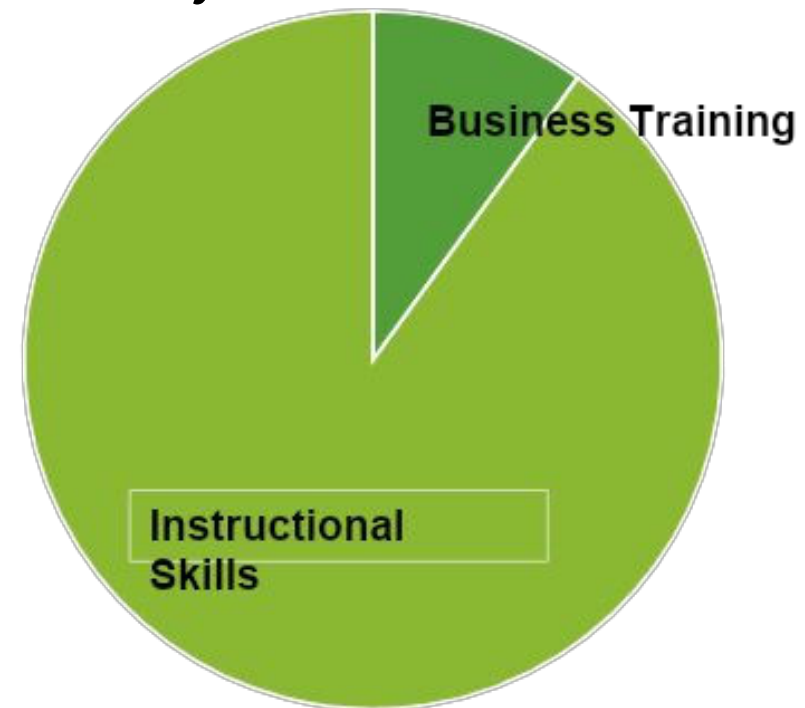
**Current Training** = How to teach and become an ADI

**What's lacking** = How to run a sustainable Business

- No Pricing Strategy
- No Brand Identity
- No Tech Knowledge
- No Customer or Management Skills
- No Money Management

# The Real Problem

- The training programme focuses almost entirely on the instructional skills
- Very little, to NO business training



# Why it Matters

## **Driving Instructors are Micro-Business Owners**

- They need:
  - Pricing confidence
  - Scheduling tools
  - Customer service skills
  - Branding, marketing and advertising knowledge
  - Tax & Income planning
- Without these = low confidence, burnout, and at worse – financial struggle

# Meet Sarah-Jane

- Sarah just qualified as a Driving Instructor. She's great with learners, calm and confident.
- But 6 months in, she's struggling. Why?
- She doesn't know how to price her lessons.
- She's unsure how to market herself.
- She's not tracking her income nor is she keeping an eye on expenses
- Sarah didn't fail as a teacher. She was great! Her learners thought she was amazing!

**She failed as a business owner**

# Holistic Development

- What if.....

.....We trained the **WHOLE** Instructor

- NOT just to teach learners – But...To build a business and become successful Driving Instructors



# **D.R.I.V.E-UP**

**Let's take a look at what the holistic DRIVE-UP Instructor development  
REALLY means!**

# D. DIARY AND TIME

- Plan your diary
- Schedule your learners
- Create a balance of family time, administration with work

# R. RELATIONSHIPS

- Student Management
- Customer Service
- Reputation

# I. INCOME

- Accounts
- Pricing
- Expense's

# V VISABILITY

- Advertising
- Marketing
- Social Media Presence

# E. EXCELLENCE

- Continuous Development
- Delivering Quality Lessons
- Vehicle Upkeep

# U. UNIQUENESS

- Standing out as a Driving Instructor
- Past Skills that are Transferable
- It could be 'Just how you are'!

# P. PROFESSIONALISM

- Key for Trust and Reputation
- First Impressions Count
- Clear Boundaries

# Solution

- What would the proposed solution be within our industry?
  - Blend Business educations into the existing training
  - Not after, not optional – BUILT-IN
- Delivered Via:
  - Workshops
  - Mentorship
  - Online modules
  - Business Coaching elements

# IMPACT of Business – Ready Instructors

- Better career outcomes
- Confident professionals with a better mindset
- Better profit
- Financially balanced
- Less stress
- Happier learners

# And here we are.....

- Time to Train the **WHOLE PROFESSIONAL**
- Let's shift the standard – not to just train to teach, coach, mentor, to deliver a lesson, but to thrive long term!
- Business is a crucial part of our role as a Driving Instructor, we think it is about time, that **BUSINESS** was built into the training that is already being provided. Remember the **H.O.L.I.S.T.I.C** framework

**Questions are now  
welcome!**



**Drive-Up Training**  
QUALITY TRAINING FOR SAFER ROADS

Thank you for listening

[admin@drive-up-training.co.uk](mailto:admin@drive-up-training.co.uk)

[www.drive-up-training.co.uk](http://www.drive-up-training.co.uk)

**0330 133 2669**