

# ***DRIVEN TO IMPROVE<sup>®</sup>***

A D I N J C • S E P T E M B E R 2 0 2 5

K A T E M O N K • F O U N D E R A N D C E O

# Hello, I'm Kate

- Driving instructor for 10 years
- Based in VERY rural West Devon
- NDORS licensed for police referred on the road courses
- Fleet trainer
- Independent instructor trainer covering West Devon and North Cornwall
- Background in finance, general management and project management





More importantly, I am a **Mum** to Henry (9) and Phoebe (6) who make sure my days are never boring!

**Interesting facts about me:**

- I love to travel and spent 4 years exploring the world with my husband, seeing and doing everything we ever dreamed of
- With a passion for farming, I designed and built one of the first agricultural hydroponic farms in the UK 15 years ago
- Designed and built our own Grand Designs house, and of course I was pregnant at the time!

# We are all aware of the problem

**1 PERSON DIES  
EVERY 17 MINS  
ON UK ROADS**

**16% OF YOUNGER  
CAR DRIVERS INVOLVED  
IN KSI COLLISIONS  
DID NOT WEAR  
SEATBELTS**

**65% OF KSI  
CASUALTIES FROM  
A COLLISION INVOLVING  
AT LEAST ONE  
YOUNGER CAR DRIVER  
WERE MALE  
AND 35%  
WERE FEMALE.**

**YOUNG MALE  
CAR DRIVERS  
AGED 17 TO 24 ARE  
4 TIMES AS LIKELY  
TO BE KILLED  
OR SERIOUSLY  
INJURED**

**48% OF KSI  
CASUALTIES  
IN YOUNGER  
CAR DRIVER COLLISIONS  
OCCURRED ON  
RURAL  
ROADS**

**1500+  
YOUNG DRIVERS  
ARE KILLED  
OR SERIOUSLY INJURED  
ON UK ROADS  
EVERY  
YEAR**

Here is the start of a solution...

**My** Learner Driver<sup>®</sup>

Interactive online courses for parents, learners and families



Interactive online courses for parents, learners and families

# A new approach to the learning process

**Aimed at the Parents  
AND their New Drivers**



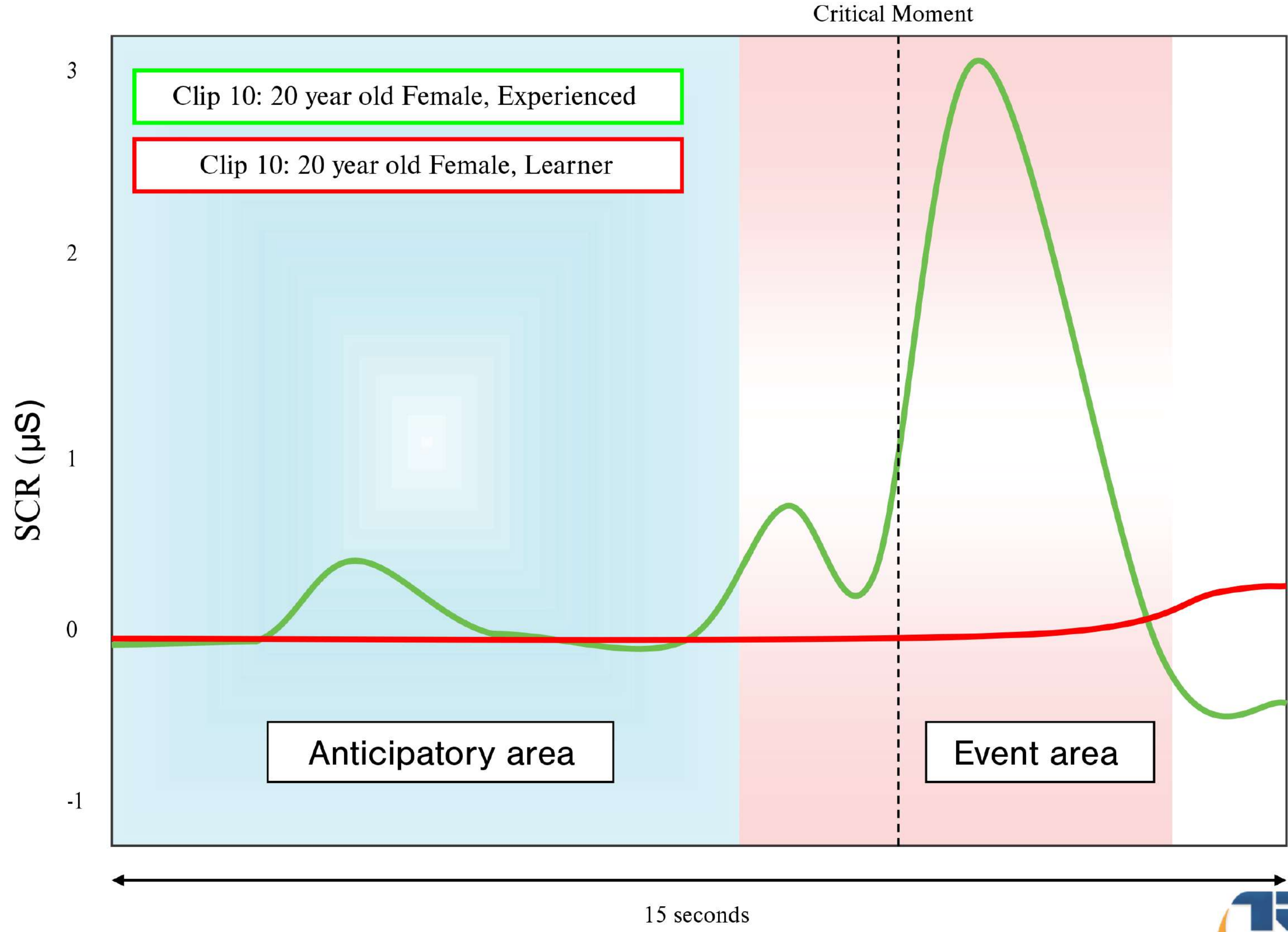
# Empowering parents to:

- ✓ (Quietly) improve their skills and model safe driving techniques
- ✓ Take responsibility for post test driving
- ✓ Be the change we all want to see



# Demonstrates the skin sweat response of a driver reacting to a hazard

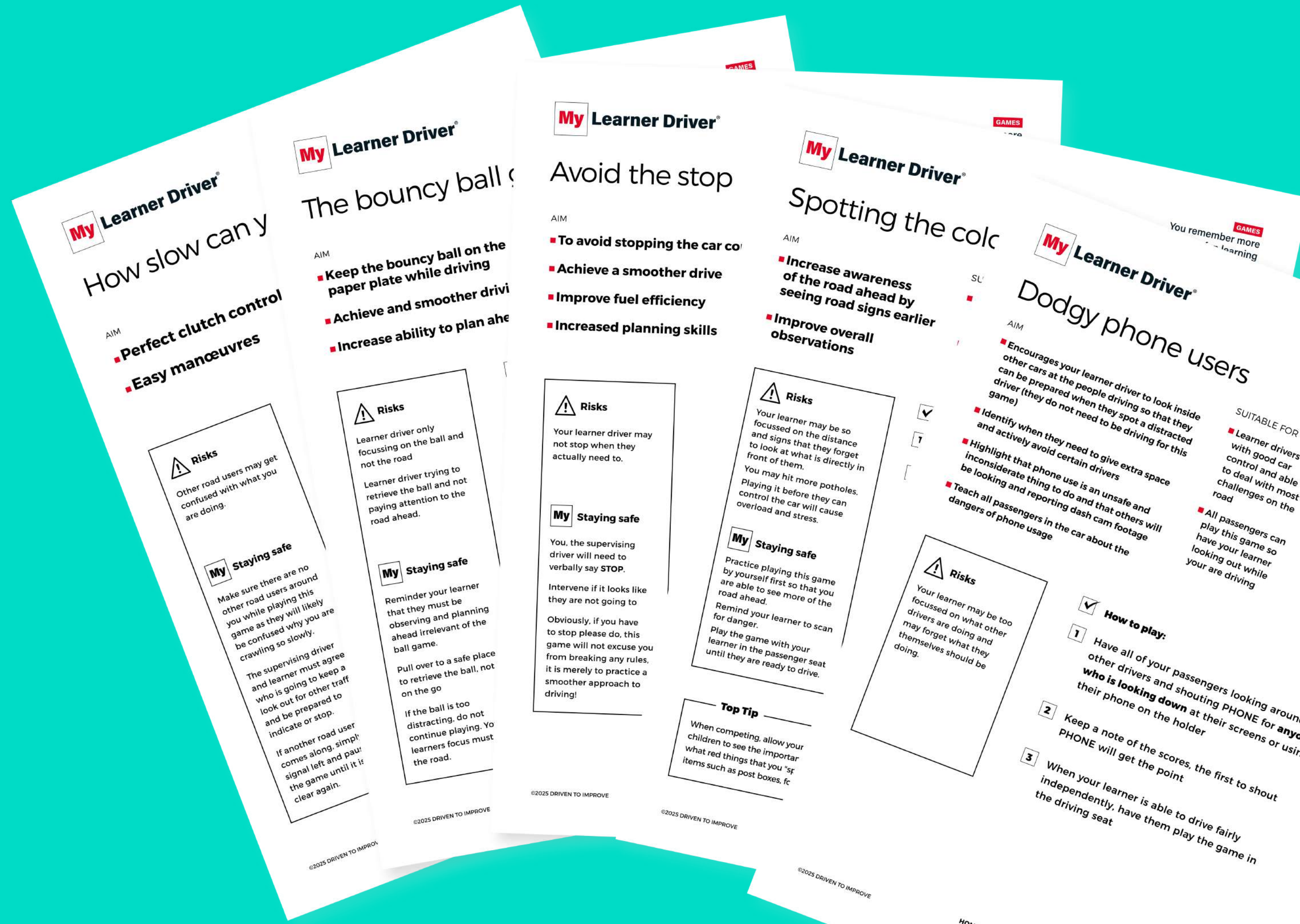
Dr Neale Kinnear



**Learn Together**

**On your everyday drives**

**No extra time is needed**





**Help families protect  
their loved ones**

**Create the perfect team**

**Set homework**

**Easy communication**





# Our interactive online course

The screenshot shows the My Learner Driver website interface. At the top, there is a dark navigation bar with the 'My Learner Driver' logo and a user profile icon. Below this, the main heading 'My Learner Driver' is displayed. A featured lesson card titled 'Getting Started: 2 / 9' highlights the importance of starting before the learner gets in the driving seat, with a 'Start Lesson' button. The 'Getting Started' section shows a progress list of 9 items, with the first item 'What to expect from this course' completed and reviewed, and the others pending. A 'Key theory' section below shows 7 items, all of which are completed and reviewed. On the right side, a progress bar indicates '14% COMPLETE'. Below the progress bar is the 'DTI Driven To Improve' logo and a paragraph explaining the course's mission to reduce road injuries and fatalities. At the bottom right, there is a notice about the course's availability until 2026-05-19 and a 'Teach online with teachable' button.

**My** Learner Driver<sup>®</sup>

**COMING SOON**

**The family contract**

**So what are you going to do about it?**



- PDF template contract for families to write together
- Open questions throughout the course will automatically feed in to help develop conversations
- You now know the stats, you are now aware of the risks, you have new tools to improve your families driving skills and the knowledge to make better choices
- No one answer will fit all but with a guide and prompts to support families in deciding what will work for them, they will create a written (fridge magnet friendly) contract to commit to a plan



- Contents
  - Course outline**
  - Course page layout

- Course settings
  - General
  - Access
  - Pricing
  - User progress
  - Course player
  - Video library
  - Automations

- Insights
  - Dashboard
  - Course insights
  - AI Course insights **Lab**
  - Activity matrix
  - Users
  - Certificates
  - Gradebook
  - Pending reviews

## Course outline ? Learn more

Develop your course outline and contents and set up the drip feed to schedule lesson delivery.

Preview ▼ Drip Feed



### 01 Getting started

Draft

- What to expect from this course
- What to expect from this course SPTEST
- Make the most of your every day drives
- Lead by example
- Be prepared
- Choosing the right learner insurance for you
- Choosing the right driving instructor for you
- What to expect from your learner
- Understand the levels of competency
- How what you say and how you say it will impact your learner driver
- Why starting before your learner gets in the driving seat is so important

[Edit ebook](#) [Settings](#) [Preview](#) [+](#) [📄](#) [📄](#) [📄](#) [📄](#) [🗑️](#) [🌟](#)

[Add activity](#) or [Upload activity](#) or [Import activity](#) or [🌟 Create activity with AI](#)

[? Ask for help](#)



# Insurance discounts for completed courses

**\*\* COMING SOON \*\***

Family contracts will be reviewed and advice given if needed by qualified ADI's and road safety specialists  
(Work from home jobs will be available soon!)

Completion certificates will be accepted some insurers (lots more to come in time I hope)

My First are totally behind My Learner Driver and have offered their full support in any way they can

**Watch this space!**



2025



**Corporate Vision**

Education & Training Awards 2025

# **My Learner Driver**

Best Young Driver Safety  
Programme 2025 - UK



WRITTEN WITH PASSION



**As you can see, this is a comprehensive module based course with A LOT of content**

**I have written ALL of the material myself**

**We don't use AI to write or edit our content**



**None of our content clashes with or replaces your job as an instructor...**



**Just enhances it**



# Research and Evaluation

- Discussions have started to work with telematics data and a 2-3 year study to formally evaluate the efficacy of the course
- Partnership talks ongoing with industry specialists
- Campaigning for change will begin once everything is established and running smoothly



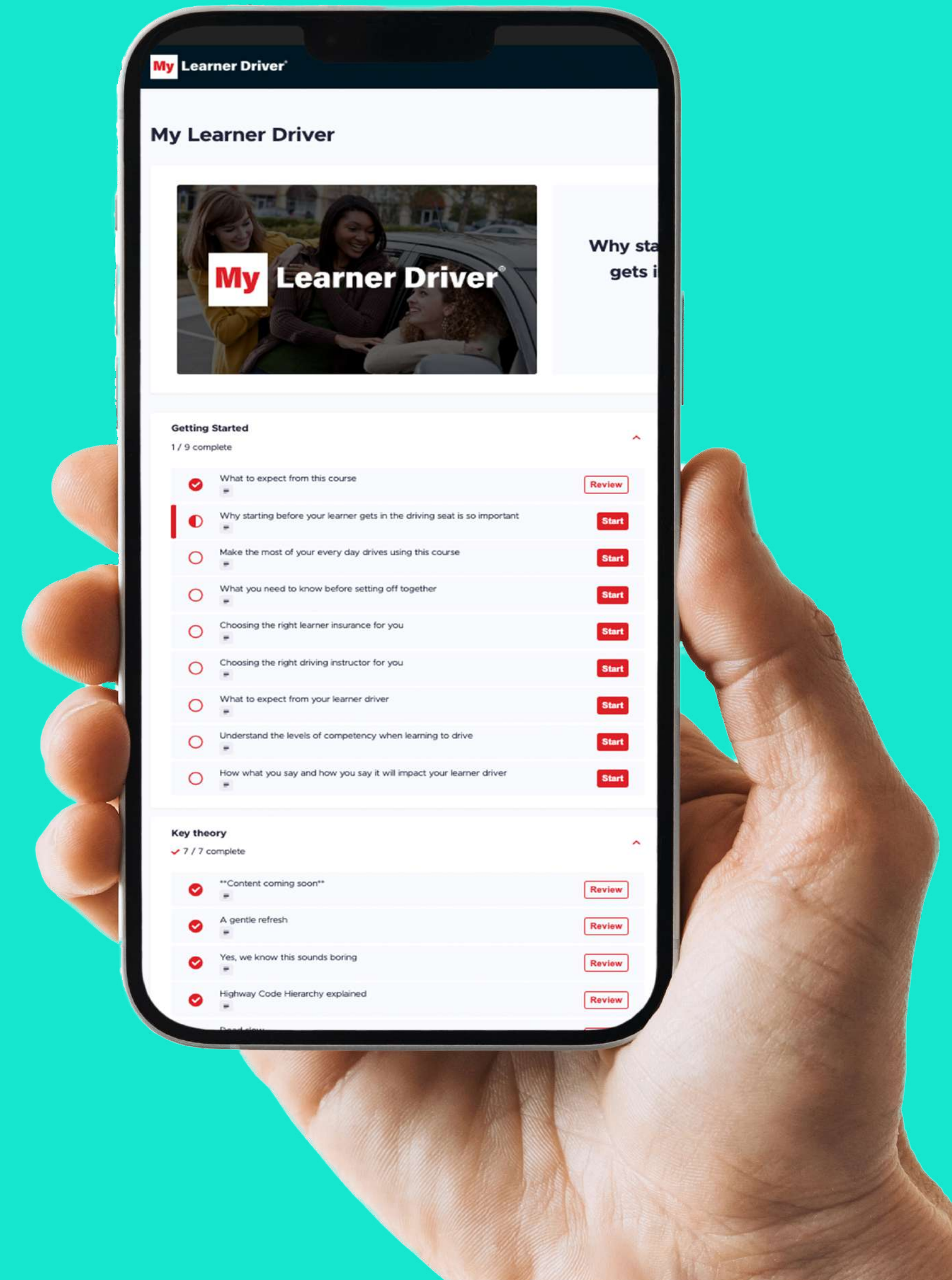
# BULK BUY

**For instructors and driving schools**

Improve your offering

Stand out from the crowd

Use it your way





# BULK BUY

**For instructors and driving schools choose from:**

- ✓ Give to learners as part of your package
- ✓ Sell to learners at cost price
- ✓ Double your money and sell for

**RRP £19.99**



~~£150~~ **£99**

**Pack of 10 License Codes**

**12 months access from first use per code**

***DRIVEN TO IMPROVE®***

**COMING SOON. . . .**

***DRIVEN TO IMPROVE***<sup>®</sup>

**App!** In the next 12 months

**SUBSCRIPTION STYLE**

**FLEXIBLE USE**

***DRIVEN TO IMPROVE®***

# **INSTRUCTOR SUPPORT**

**\*\*BOLT ON\*\***

Coaching techniques for qualified drivers

Working with families

Using the course in lessons

***DRIVEN TO IMPROVE®***

**TEACH YOUR LITTLE  
KIDS TO DRIVE  
\*BOLT ON\***

***DRIVEN TO IMPROVE***<sup>®</sup>

**FREE VERSIONS TO GO  
INTO SCHOOLS  
FOR ALL AGES**

# ***DRIVEN TO IMPROVE***<sup>®</sup>

**More courses to come all aimed at supporting safer driving across the many different road users we have**

**Collaboration and partnering across the board**

**We can go far and make real change happen when we work together**

**Ghost writing and hosting services for those with amazing ideas who don't know where to get started**



# HOW CAN YOU HELP?

**Constructive feedback**

**Get involved**

**Share the word**

**Engage with your learners families**

**[mylearnerdriver.co.uk](http://mylearnerdriver.co.uk)**



***DRIVEN TO IMPROVE***<sup>®</sup>

# Thank You

KATE MONK

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