



## **One Voice: Translating the Vision to the Field**

**February 10, 2020**

**Stacey "Ax" Axmaker and Steve Kirsch, Be Crash Free, LLC**



## The Next 50 Years...

For most of the last 50 years, the Motorcycle Safety Foundation has been the “go to” motorcycle safety organization, curriculum provider, system, and paradigm in the United States. In recent years, other organizations have arisen attempting to challenge that role.

Now is the time for the MSF to stand up and step up the game to reestablish their role as THE go to motorcycle safety solution and build upon all that has been accomplished since 1973.

The vision is in place and the foundations are set – **One Voice**, documented **high standards**, a training approach backed and supported by the latest in **motor skills and adult learning**, a cadre of **RiderCoaches and Trainers** across the country committed to **positive rider outcomes**. Successfully bringing this vision to the field (all the way from the MSF offices to RiderCoach-Student interactions) will be key to strongly reestablishing the preeminence of the MSF in the United States and set the organization up for success for the next 50 years.

Achieving this challenging goal will require strong and aligned leadership (from the MSF headquarters, from RiderCoach Trainer-Trainers, from Quality Assurance Specialist Coach Trainers, from RiderCoach Trainers, and from Quality Assurance Specialists) to include:

- **Clarity** and specificity of standards, expectations, the how’s, and the why’s of curriculum delivery (and clarity regarding what is policy and what is preference)
- **Consistency** of message from trainer to trainer, from state to state, from region to region
- **Communication** skills, strategies, specific actions that take into account the individuals involved, personality types, preferred learning styles, and preferred teaching styles. This communication must build trust, demonstrate and earn (without demanding) respect, successfully handle “difficult conversations,” manage confrontation, and convincingly show that that we are a help agent
- Frequent **communication** to the rider and RiderCoach communities via email marketing and social media (Facebook, YouTube, Twitter, etc.). There are motorcycle safety voices on social media right now with followers numbering in the hundreds of thousands – the MSF can and should be one of those voices.
- **Commitment** to accepting and embracing our 21<sup>st</sup> century student and rider demographic. Whether Baby Boomers, Generation X, Millennials, Generation Z (sometimes called “iGen”), or whatever comes next, these are our customers. They are all “real riders,” they all are deserving of respect, and regardless of their experience with standard transmissions, bicycles, or dirt bikes, they ARE the riders (and RiderCoaches) of today and tomorrow.
- A **common frame of reference** - support materials easily accessible online for RiderCoaches and sites. For example:
  - Video/audio samples of how a lesson or exercise should be conducted (while still allowing for RiderCoach flexibility)



- A video for each demonstration in each curriculum to establish how it should look, how it should be narrated, and what “student speed” is
- Step-by-step instructions for how to conduct Simulated Practice and Simulated Practice demonstration activities
- Short lessons (video, audio, infographics, etc.) to address common areas of misunderstandings and mistakes (e.g. BRCu Ex. 4 demo, Ex. 5, Ex. 8 Total Stopping Distance demo, Ex. 12 part 2, etc.)

This initiative is challenging, but it is doable. Maintaining consistent, aligned, and high-quality performance in the field while supporting and fostering structured flexibility and encouraging RiderCoach initiative, judgment, and creativity adds another level of difficulty. But this is not only doable, it is necessary for us to succeed in solidifying the MSF as THE motorcycle safety solution for the next 50 years.

What it takes is the will and the resources to communicate our standards and expectations, set the bar high, and then help our customers (riders, students, sites, RiderCoaches, Trainers, and QA Specialists) reach and exceed that bar.

Steve Kirsch  
[Steve@BeCrashFree.com](mailto:Steve@BeCrashFree.com)  
760-881-5257

Stacey “Ax” Axmaker  
[Ax@BeCrashFree.com](mailto:Ax@BeCrashFree.com)  
208-908-3595

