



REACHING THE STANDARD – ONWARDS INTO 2015

By Mark Lewis, director of standards

I hope you feel refreshed following the Christmas and New Year break, and any journeys you made over the festive period went smoothly and enjoyably.



As you may recall from the last few editions of Insight in 2014, the IAM has been laying the foundations for a productive 2015.

A key part of this is the Standards review. We are pleased to update you on what is happening with this review, and we will endeavour to keep you in the picture along the way.

Late in December Dave Shenton, head of field operations, sent out letters to all groups explaining that we were inviting observers to a series of workshops. The

workshops were heavily oversubscribed, so apologies to those of you who were not able to secure places. Those who have been confirmed as attending will be shown new course material for the advanced driving and riding tests. They will have the chance to express their honest views of what they have seen, and advise us on whether the course material is suitable for the IAM. There will be one workshop in each of the four IAM regions so travel should not be too extensive.

The second stage is making adjustments to that material based on those initial observations. After that we will trial the material with a number of groups. If all goes well we will bring it into general use later in the year.

I am grateful for all the help you have given us in reviewing our standards so far, and for your continued support of the Standards Program.

As I have said in the past, it is very difficult to quantify what an advanced driving and riding standard should be – there is no exact formula or science to it. But we need to outline the skills an advanced driver and rider will gain from the Skill for Life course and in doing so, we are looking for your help on the tone and feel of the courses.

We will be interacting with you regularly in 2015 - I hope you would rather talk to us too often than too little as we develop a standard that will serve the IAM well as we head towards the 2020s.



BUILDING ON A FIRM BASE By Pat Doughty, operations director



The tone of Operations this year very much reflects what's happening in other areas of the business –

the hard work of creating a change process has been done, leaving us with consolidation for 2015.

Key for us is a consolidation of the IMI standards we have in place, specifically the local observer standards. We are also working

towards creating a robust succession plan for groups, helping them prepare for the future.

Part of that is to assist groups in keeping having a plan in place for trustees and the development of quality officers to replace those individuals who have given good service and are about to retire.

There will be a focus also on the work of the National Representative Group and the development of IAM future strategy.

We haven't quietly forgotten about the successful IAM Annual

Conference last November. We will build on the findings of the workshop sessions and you will see the results of this throughout 2015.

In all, we want to have a closer day-to-day relationship with our groups via our regional operation managers and quality managers, and I believe you will notice the difference this year.

One thing you can be sure of – the way you will work with the IAM will be better this year thanks to the changes we made last year. And we thank you all for being a part of it.

DRIVING (AND RIDING) TOWARD 2020 By Nick Stonard, acting chief executive



You have just read about the IAM Standards review, which forms the cornerstone of the organisation's plans for rejuvenating what we do as we head into part two of this decade.

I'm not going to sit here and tell you about yet more upheaval for the coming year. Instead, we will allow the good work already started by

the management team here at the IAM to blossom – so 2015 should be a year of evolution rather than revolution.

Mark Lewis and Peter Rodger will continue their Standards review and the implementation of it. Bridget Taxy, our recently appointed director of marketing will work on the inform and influence element of the business plan, while Pat Doughty, operations director, will continue his good work on

the driver training and education side of the business.

I really hope you will give them and their staff your backing and support as we continue to evolve.

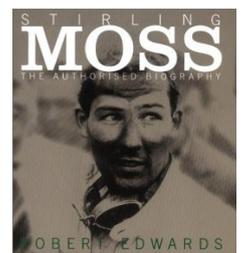
You are the people on the front line of the IAM – the ambassadors who represent us to the public at large. I have sought to establish an 'open door' policy between the groups and head office at the IAM; so that you can pick up the phone to anyone at the organisation and ask them a question, no matter what their title or role.

You have been forthright on social media and on the forums, so don't be afraid to come to us and tackle those issues with the people that can solve them quickly and directly.

I thank you for what you have done for the IAM in 2014, and look forward to greater success for each and every one of you in this new year.

WINNER OF OUR CHRISTMAS QUIZ

Well done to Henny Cameron, who achieved a 100% correct score sheet in Insight's fiendish Christmas Quiz. We asked readers to identify a collection of TV and movie cars and bikes, to win a copy of the Robert Edwards book *Stirling Moss: The Authorised Biography* and a tub of Cadbury Roses.



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