

No Leadership, No Nothing

The importance of Leadership in Road Safety



Some pillars are more important than others



Pillar 1 Road Safety Management

Actions

- Establish a road safety policy addressing all pillars
- Establish a governance mechanism
- Improve data collection and analysis
- Review funding



Pillar 2 Safer Vehicles

Actions

- Encourage investment in fleet management
- Encourage the acquisition and use of safer vehicles



Pillar 3 Safer Road Users

Actions

- Develop standard training and awareness-raising methods and materials
- Develop driver-authorization standards
- Develop an enforcement mechanism



Pillar 4 Post-Crash Response

Actions

- Increase responsiveness to post-crash emergencies



Pillar 5 Safer Driving Environment

Actions

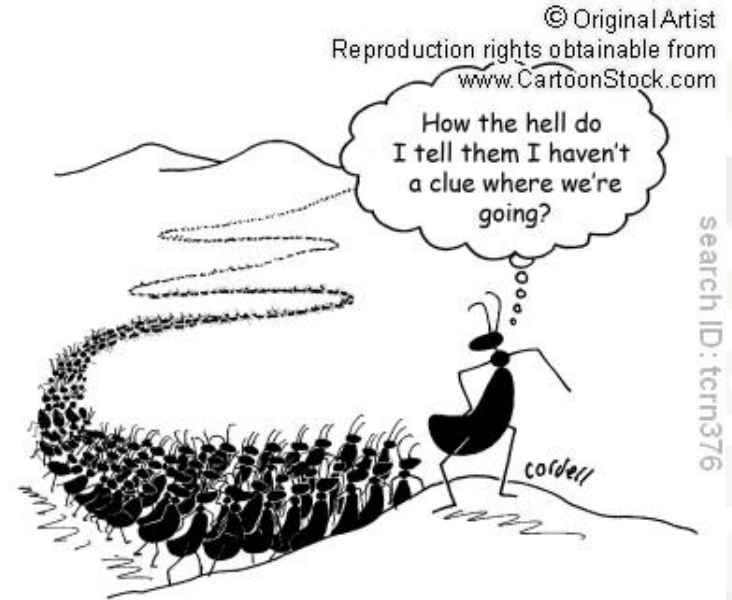
- Promote safe operation, maintenance and improvement of roads in local communities
- Improve driving conditions in areas under the control of the UN

Let us know what you think!
I have the guts to tell.....



The Importance of Leadership

- What is your interpretation of leadership?
- Leadership research proves it is instrumental for large organisational changes
 - 70 % of organizational change fails to acquire their objectives just because of poor leadership



Let us know what you think!
How important is Sr Management engagement.....



Let us know what you think!
How engaged is your sr. management.....



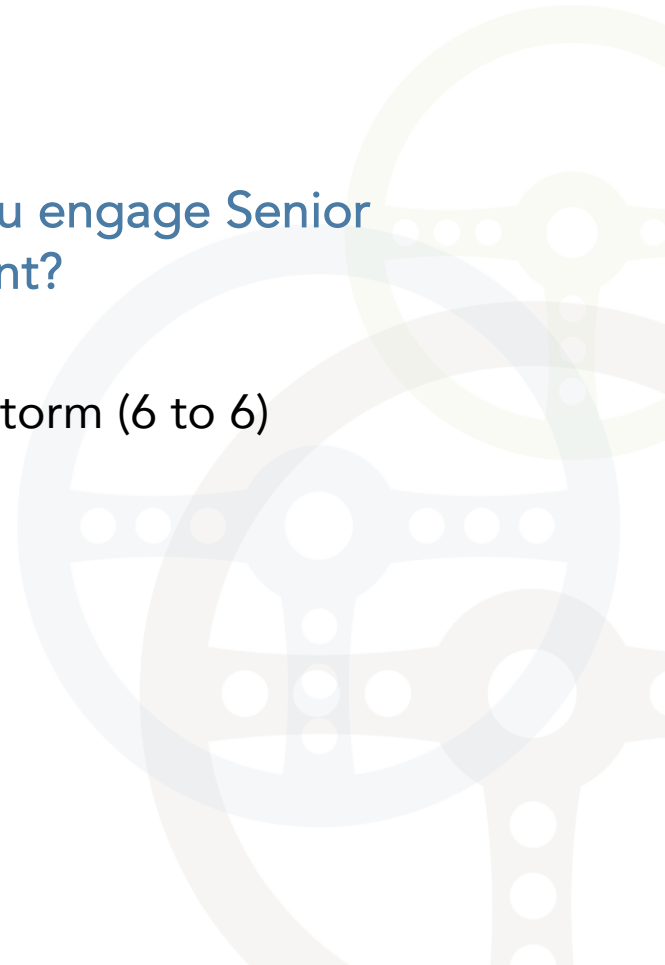
Good ideas develop in silence

Senior Management Engagement feels & smells like....

- Groups based on level of engagement
 - High
 - Medium
 - Low
- Silent brainstorm (6 to 6)
 - What do you see, hear, feel that reflects the level of engagement?

How will you engage Senior Management?

Silent brainstorm (6 to 6)



Let us know what you think!
When road safety becomes a priority, how ready.....



Groupwork in silence

How ready are you when Sr Management gets engaged?

- What do you need (at tactical level)?
- What do you need to show?

What do you need from Senior Management to be successful?

- What will be your concrete ask?

