



MAKING THE BUSINESS CASE FOR A ROAD SAFETY PROGRAM

For fleet managers as well as safety and security managers who wish to develop
a compelling case to convince decision-makers

Road traffic fatalities and injuries are a high risk for aid and development organisations and even though safety of staff and other road users is of importance to organisations, structural investment to change unsafe behaviour remains a challenge.

Whether it's presenting a case for more investment to senior management, rolling out a new coaching programme, or appointing key personnel, Fleet Managers can play a key role in identifying what safety interventions provide the highest return on investment and make solid business cases for road safety.

By taking the online course, Road Safety: Making the Business Case you will gain the insights needed to advocate for long-term road safety investments, get the practical knowledge and skills to develop business cases for road safety interventions and set yourself up for success.

Where / When	Online
Language	English
Duration	20 hours
Costs	\$300 non-members \$270 members
Contact	admin@fleetforum.org

Is your organisation a Fleet Forum member?
[Click here for the list of member organisations.](#)

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Target audience

This specialisation is designed for fleet managers who wish to reduce road traffic fatalities and injuries and positively contribute to the safety strategy of their organisations

It is also relevant for Security and Occupational Health & Safety focal points who want to gain more insight into the development of business cases for road safety

This specialisation can be taken as a stand-alone course or as a follow-up of the Fleet Management Fundamentals or Pro Training.

How will this benefit my organisation?

By the end of this specialisation, you will be able to:

- Identify the impact of road traffic collisions.
- Understand the risks of driving for work.
- Develop knowledge on the human and organisational factors in road traffic collisions.
- Identify effective road safety interventions.
- Successfully develop a business case for improving road safety.

What will I get if I purchase this training?

When you purchase this training, you get access to:

- Downloadable training materials;
- 5 Live online group lessons;
- 1-year access to the Training Portal;

Upon completing the training, your electronic Certificate of Participation will be added to your Personal page - from there, you can print your Certificate or add it to your LinkedIn profile, on printed resumes, CVs, or other documents.



How much time do I need for this training?

This specialisation is offered over 5 weeks.

It is fully online, you can take it from anywhere in the world. It has an estimated 20 hours of learning. Every week you will receive access to a new module and homework for the week.

