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……
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......
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……
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?