

# Vehicles don't crash... Our superpower

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with



Drivingchange...  
*it's personal*

# Introduction

- Driving is dangerous...
- We have ambitious targets to reduce harm on our roads...
- At least 50% of our road users are driving for work...
- Accidents don't happen...



# Introduction

- Driver performance causes crashes...
- 4 known unknowns...
- The 5<sup>th</sup> known unknown...
- **We** can drive change...



[CVIP 2024 Main Video Presentation Low Res Preview.mp4](#)



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# Not everyone is on their 'A-game'...

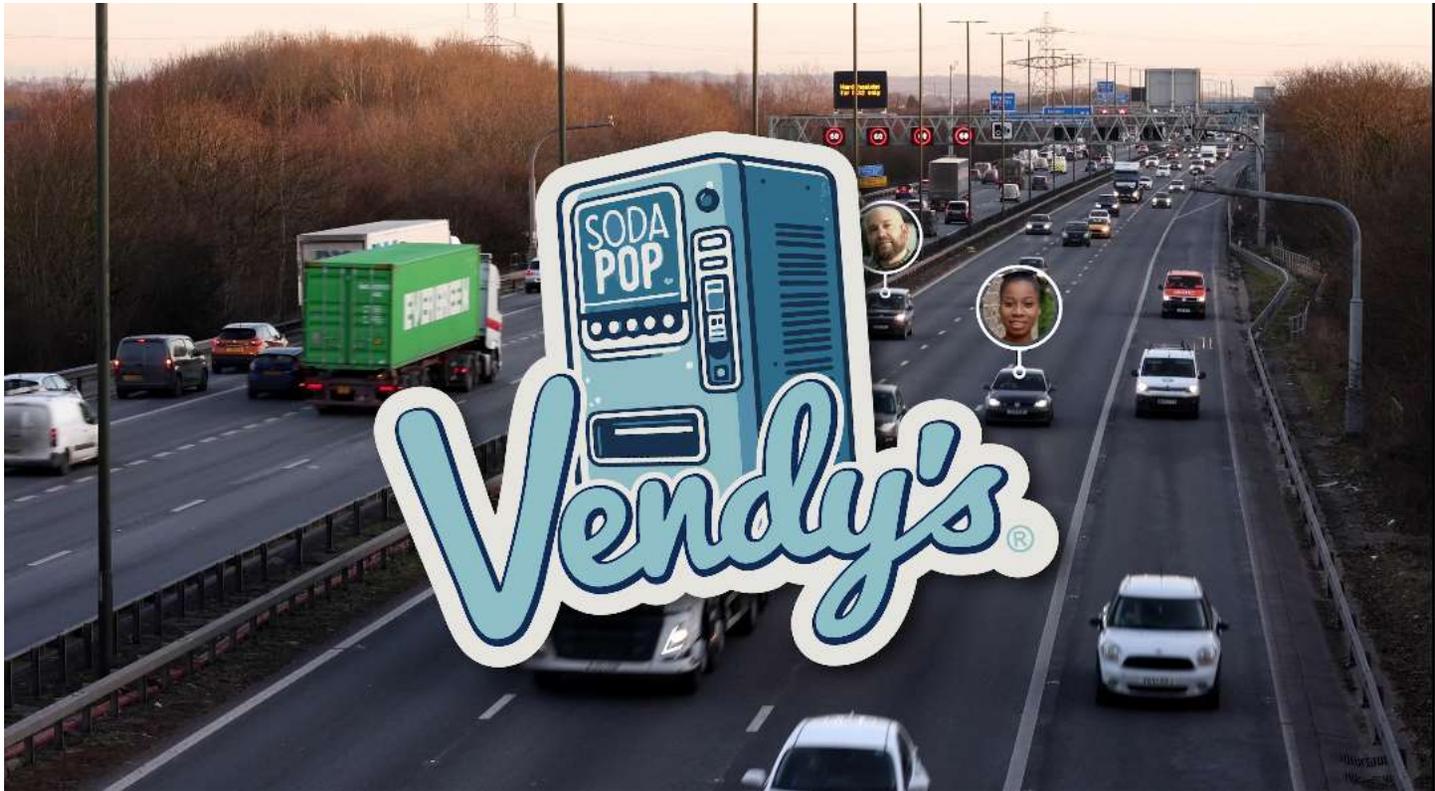


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# 6 degrees of separation...

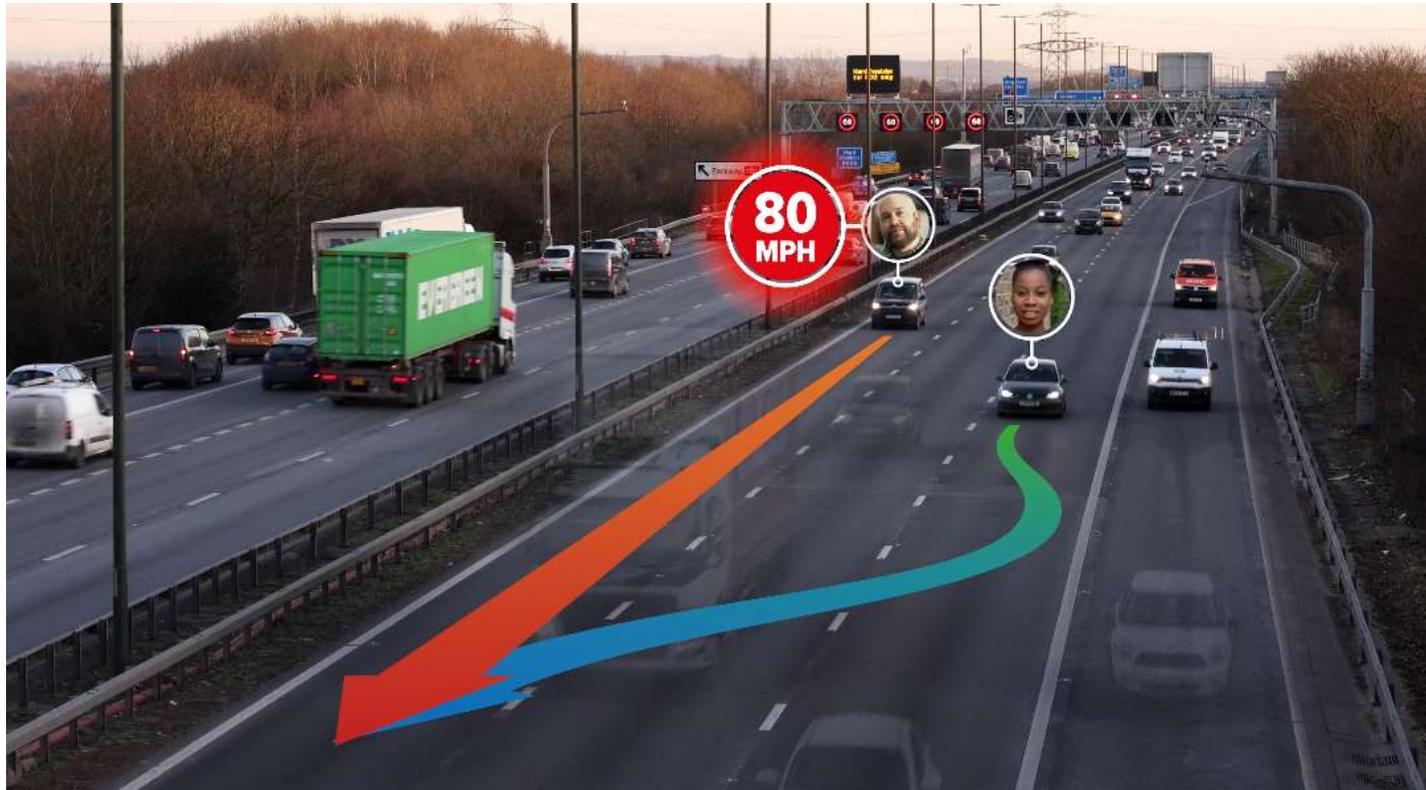


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# Speed – it's not a straight line...



It's our policy... or is it?

**Neither Gina's or  
Slobodan's employers  
had a robust  
driving for work policy.**



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# It's a Health & Safety issue...



**Health & Safety  
Manager**



*“We must treat our driving risk as seriously as we do other risks in our business and investigate properly.*

*I make regular recommendations to the board. I need to be confident they are being acted on.”*



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# It's a Health & Safety issue...



**Health & Safety  
Manager**

*“I’ll need to review our driving for work policy... if we have one! Our processes too, how is this not RIDDOR reportable? When something happens, is it even being reported? What about our near-misses?”*



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# It's a leadership thing...



**Company Director**

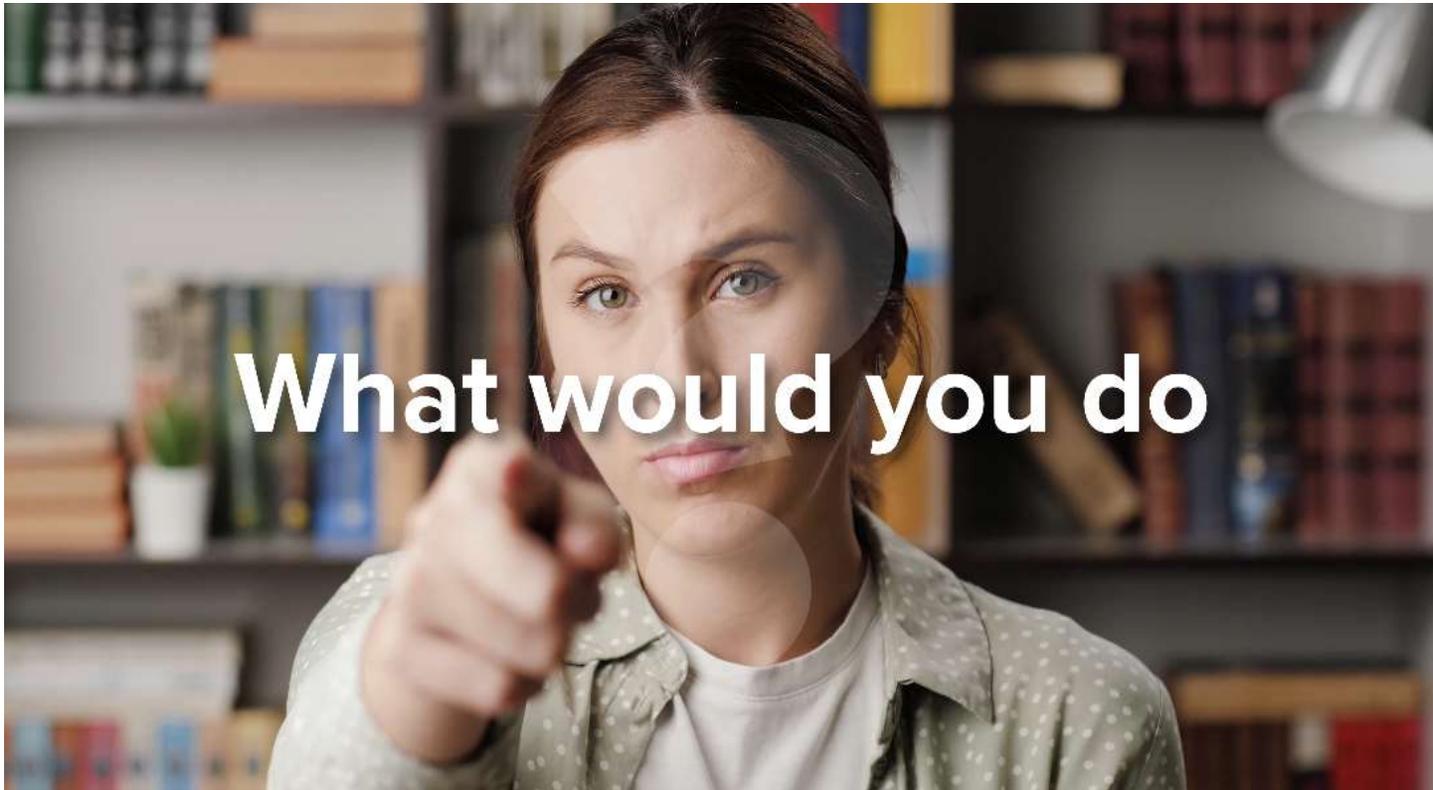
*"I need to show leadership."*



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What would you do



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