

Engaging Business Leaders

Effective Strategies for a Healthy, Safe, and Productive Road Safety Culture

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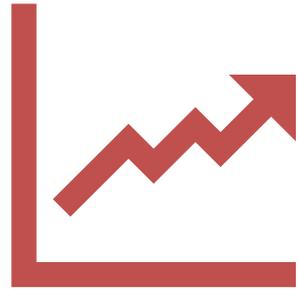
Group QHSE Director – Mitie

Define a leader?

- Board members
- Executive Board
- Senior Leadership Team
- Management Team
- Team Leaders
- Supervisors
- Clients
- Stakeholders
- Trade Bodies
- Professional Bodies
- Government Departments



Communicate the Importance

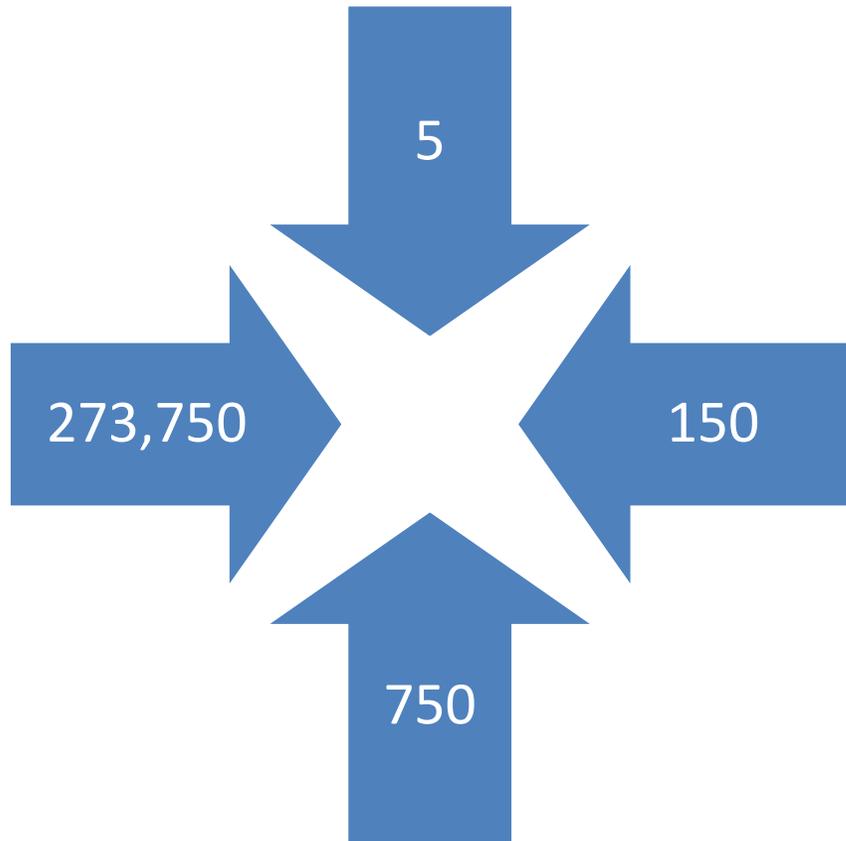


Highlight the Benefits: Emphasise how a strong driver safety programme can reduce accidents, improve productivity, improve public image.

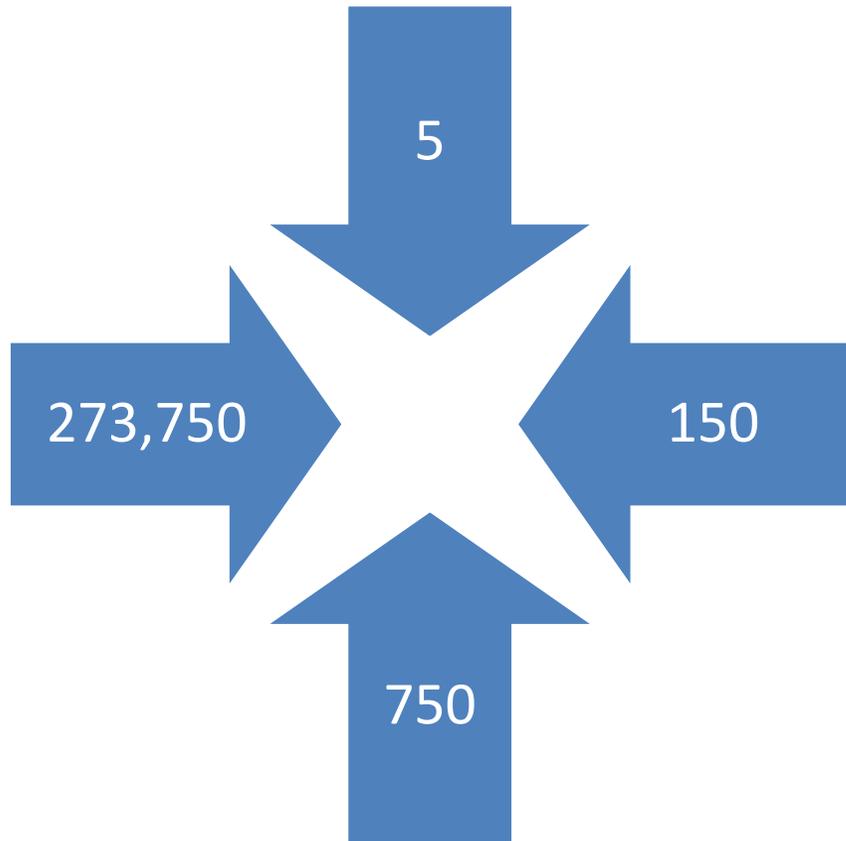


Use Data: Present statistics and case studies that demonstrate the positive impact of the initiatives.

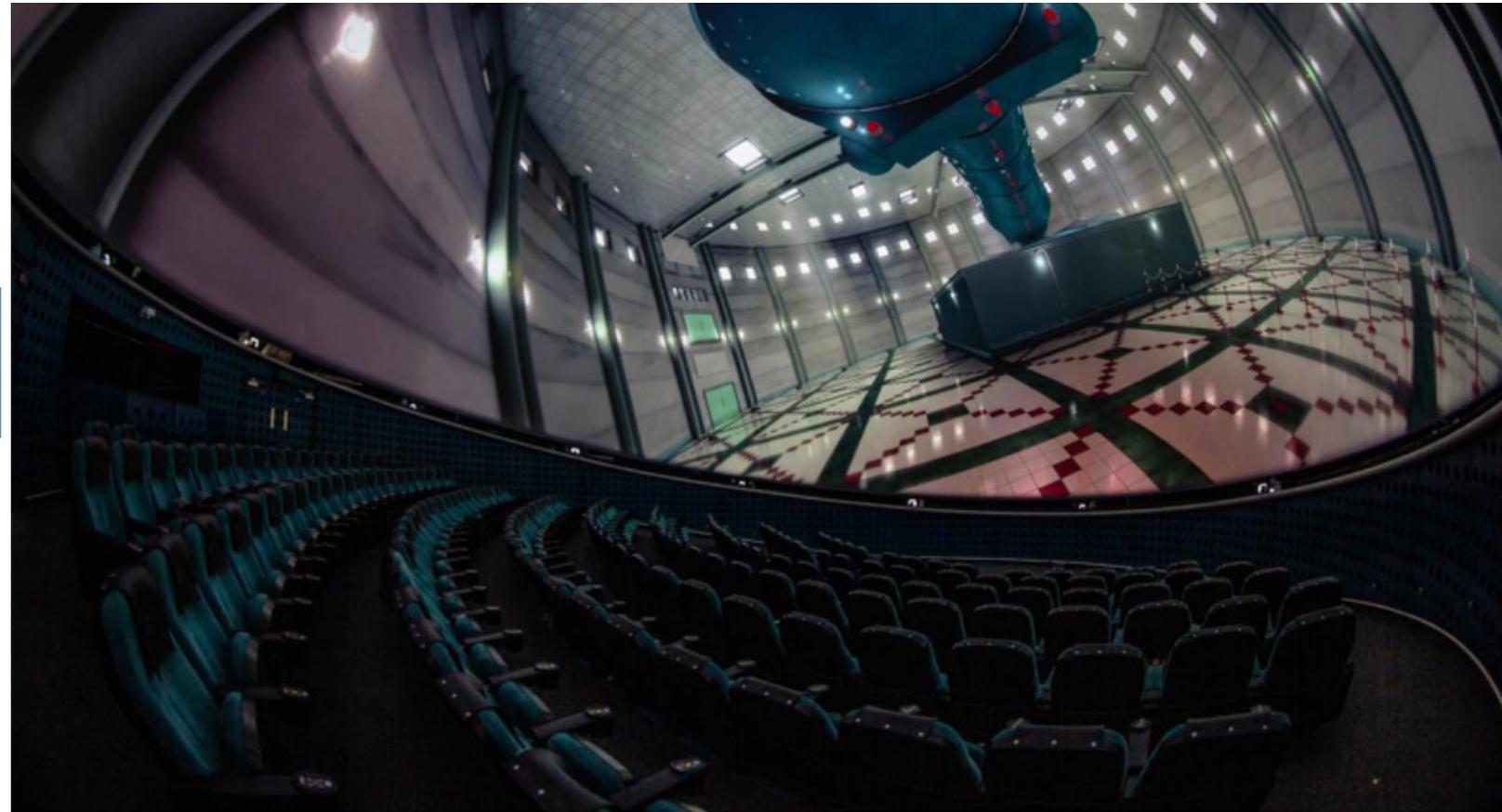
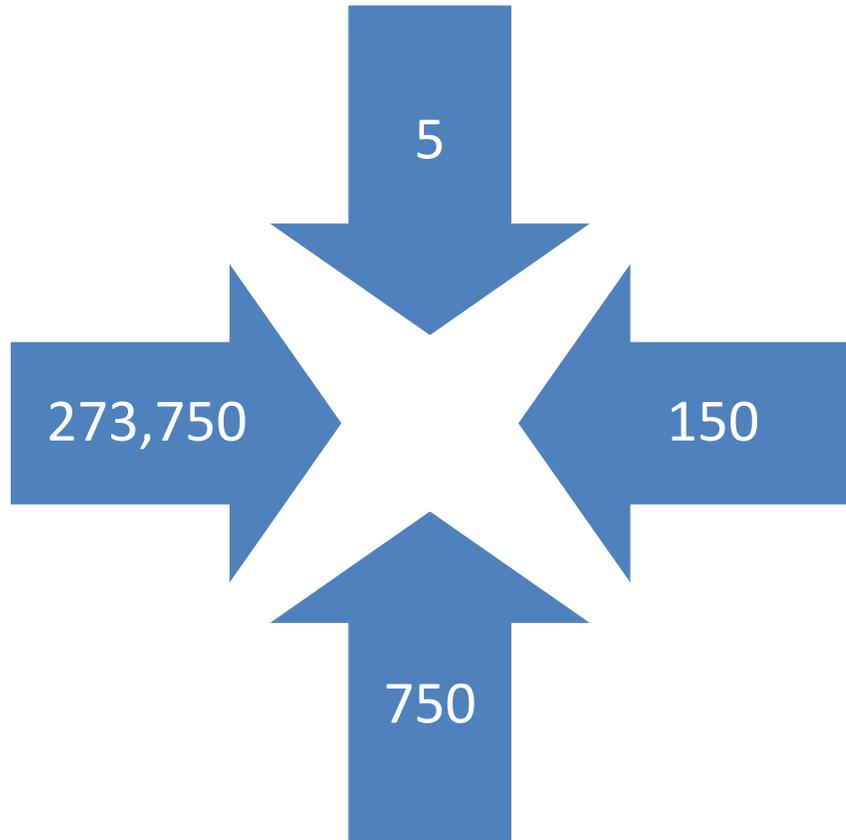
Communicate the Importance – make it real



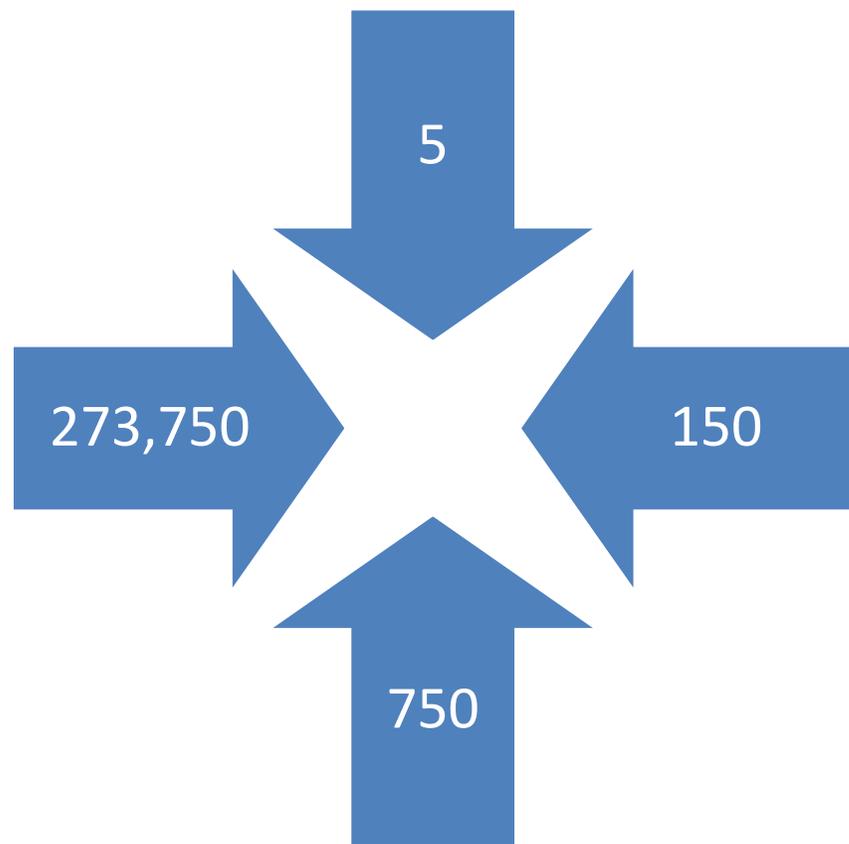
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Culture & Strategy

‘Culture eats strategy for breakfast’

Peter Drucker

No matter how great your strategy is, your plan will fail without a company culture that encourages people to implement it.



Role Modelling



Lead by Example:

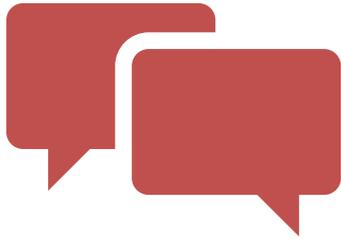
Encourage leaders to follow the same safety procedures they expect from their employees.



Visible Engagement:

Leaders should be visibly involved in road safety activities and discussions.

Open Communication

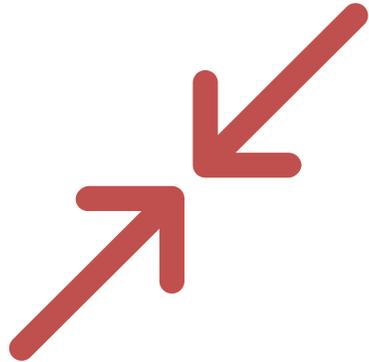


Encourage Feedback: Create an environment where employees feel comfortable discussing safety concerns.



Regular Updates: Provide regular updates on road safety performance and initiatives.

Accountability



Monitor Performance: Regularly review road safety performance and hold individuals accountable for their roles and behaviour.



Reward Compliance: Recognise and reward employees who consistently follow safety protocols.

Continuous Improvement

Review and Improve: Regularly assess and improve policies, practices, technology and behaviours.

Stay Updated: Keep up with industry standards and best practices, and share your knowledge and experience with others.

Reporting



Regularly feedback and report the latest data, trends and predicted risk to Senior Leaders.



Engage and influence at the right level for visibility and awareness.

Conclusion

By implementing these strategies, you can effectively engage business leaders and other stakeholders and create a culture where road and fleet safety is prioritised, and performance is at its best.

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