

# Smart and Safe Traffic Management

2022



Course summary

P



# ROAD SAFETY SWOT ANALYSIS

- ✓ SWOT stands for:
  - ✓ Strengths
  - ✓ Weaknesses
  - ✓ Opportunities
  - ✓ Threats

# ROAD SAFETY SWOT ANALYSIS

## Classic matrix

### **Strengths**

What do you do well?  
What unique resources can you draw on?  
What do others see as your strengths?

### **Weaknesses**

What could you improve?  
Where do you have fewer resources than others?  
What are others likely to see as weaknesses?

### **Opportunities**

What opportunities are open to you?  
What trends could you take advantage of?  
How can you turn your strengths into opportunities?

### **Threats**

What threats could harm you?  
What is your competition doing?  
What threats do your weaknesses expose to you?

# ROAD SAFETY SWOT ANALYSIS

- ✓ Let's look the SWOT at the context of traffic management:
  - ✓ Strengths:
  - ✓ Weaknesses:
  - ✓ Opportunities:
  - ✓ Threats:

## ***ADDITIONAL NOTE:***

*1. SWOT analysis is carried out as group work (groups of 2-3 members)*

*2. The SWOT analysis discussion could be carried out together with a representative of the local government or a state agency dealing with the field of transport*

# COURSE SUMMARY - QUESTIONS FOR DISCUSSION

- ✓ What were the main messages of this course?
- ✓ Whether and what has changed in your previous positions?
- ✓ What did you like?
- ✓ What you didn't like?
- ✓ What else would you have wanted to know?
- ✓ Your suggestions for this course

Thank you for your attention!

