

Building a Business Case

Realising the Health Benefits of Good Work



The reasons for endorsing the health benefits of good work are many.....



A draft business plan has been created to assist in the operationalization of HBGW

Overview



1

Framing the Tangible Business Benefits

2

Framing the intangible business benefits.

3

Measuring Success

4

Pulling your business case together.

Features and Benefits



1

Framing the tangible business benefits.

- ❑ The rationale for the health benefits of good work;
- ❑ Identifying key stakeholder across your business;
- ❑ Data and analysis;
- ❑ Internal business initiatives;
- ❑ Presenting the cost benefit analysis.

Features and Benefits



2

Framing the intangible business benefits.

- ❑ Educating the workforce;
- ❑ Educating the management team;
- ❑ Considering other intangible benefits;
 - ❖ Growth
 - ❖ Customer service experience
 - ❖ Staff engagement
 - ❖ Staff turnover
 - ❖ Increased diversity
 - ❖ Increased employee wellbeing.

Features and Benefits



3

Measuring Success

- ❑ Initiatives and measurements of success
 - ❖ Suggested objectives and measurements;

- ❑ Examples of companies achieving success through case studies;

Features and Benefits





Participation & Feedback

- ❑ We are seeking indications of preparedness to participate in sharing information about your journey, both anecdotally and evidence based.
 - ❖ What worked for you in building your own business case?
 - ❖ How are you measuring success in this area?
 - ❖ Sharing your own success stories.
 - ❖ Sharing your own challenges in achieving your goals.

- ❑ **Please provide your business case feedback by 11th December 2015.**

Working together...



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