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 Benefits Framing the Tangible Business

2 Framing the intangible business benefits.

3 Measuring Success

Pulling your business case together.



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.



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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.

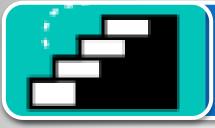


3 Measuring Success

□ Initiatives and measurements of success
❖ Suggested objectives and measurements;

□ Examples of companies achieving success through case studies;





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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