



# HOW TO CONVINCE LEADERSHIP TO INVEST IN DIVERSITY, EQUITY & INCLUSION (DEI) AT YOUR ORGANIZATION

## BUILD A BUSINESS CASE

Leadership buy-in is crucial for the successful implementation and sustainability of an integrated DEI culture and can pave the way for genuine change.

### AT A GLANCE

#### CHALLENGES

- Resistance to change
- Limited resources and budget
- Unclear goals and objectives
- Inadequate training and education

#### THE STATS

\*When leadership prioritizes DEI:

- They are twice as likely to surpass financial objectives compared to organizations that do not prioritize DEI
- 6X better at anticipating and responding to change
- Generate 30% more revenue per employee



"Our mission at Holistic Work Wellbeing is to empower organizations to integrate wellness, diversity, equity, and inclusion into their cultures, fostering a sense of belonging, innovative and creative thinking, resilience, and sustainable growth for a brighter and more inclusive future."

**NANCY CAIRNS**

Holistic Work Wellbeing

### OBJECTIVES

Securing leadership's understanding of the value of investing in DEI compared to other priorities can sometimes be challenging. Leaders often need to see tangible benefits and value for themselves, as well as for the organization, to fully support and invest in DEI.

Leaders have the authority and influence to drive change within the organization. They can allocate resources, set priorities, and implement policies that promote DEI so their sponsorship is key.

### SOLUTIONS

When it comes to leadership and DEI initiatives, the "What's in it for me?" (WIIFM) perspective is crucial in understanding their buy-in and commitment.

Integrate DEI into current strategic objectives and emphasize the demonstrated benefits of cultivating an inclusive and diverse workforce. This will help leaders recognize that DEI is the most effective strategy for safeguarding the organization's future.

### BENEFITS

#### Attracting and Retaining Talent

Organizations that are known for their commitment to DEI are more likely to attract and retain top talent from diverse backgrounds.

#### Enhancing Innovation and Creativity

Diverse teams unite a variety of perspectives, experiences, and ideas, which leads to more innovative solutions and creative problem-solving.

#### Improving Decision-Making

Inclusive decision-making processes that involve diverse perspectives are often more robust and effective.

#### Strengthening Reputation and Brand

Companies that are committed to DEI are often viewed more favourably by customers, investors, and the broader community.





## HOW TO CONVINC LEADERSHIP TO INVEST IN EMPLOYEE WELLNESS AT YOUR ORGANIZATION

# BUILD A BUSINESS CASE

Employee wellness is not just a moral imperative but also a strategic investment that can yield significant benefits for the organization.

## AT A GLANCE

### CHALLENGES

- Lack of Employee Engagement and Participation
- Difficulty in Measuring Effectiveness
- Inadequate Program Design and Implementation
- Lack of Long-Term Commitment

### THE STATS

- \*87% of employees consider health and wellness offerings when choosing an employer.
- \*61% of employees said they have made healthier lifestyle choices because of their employer's wellness program.



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## OBJECTIVES

Helping leadership understand that by prioritizing employee wellness, they can create a more positive and supportive work environment, leading to a healthier, happier, and more productive workforce, and ultimately driving organizational success and long-term sustainability.

## SOLUTIONS

Investing in employee wellness programs can lead to improved productivity, reduced absenteeism, increased employee engagement and satisfaction, and enhanced organizational performance.

Employee wellness programs can lead to significant cost savings for the organization through reduced healthcare costs, decreased absenteeism, and improved productivity.

## BENEFITS

### Healthy Employees are More Productive

Employees who are physically and mentally healthy are more productive and perform better in their roles.

### Reduced Absenteeism and Presenteeism

Wellness initiatives can lead to fewer sick days and supports employee engagement, saving the organization money and ensuring continuity of operations.

### Enhanced Retention Rates

Employees who feel valued and supported are more likely to stay with the organization, reducing turnover and associated recruitment costs.

### Long-Term Sustainability

Investing in employee wellness can contribute to the sustainability and growth of the organization by fostering a healthy and productive workforce.

