



## Building a Case for Hybrid Work

A path for positively presenting Hybrid Work initiatives & their benefits to decision-makers!

### Step 1: Understand your Audience

What are the key business goals, and how can your proposal align with them? Are they already interested in sustainability and hybrid work, or do you need to build a stronger case from the ground up?



### Step 2: Quantify the Benefits

Identify what benefits hybrid work can provide to your organization as:

- Savings in office energy costs;
- Increased productivity;
- Better work-life balance.



### Step 3: Propose a Pilot Program

A pilot program can test the effectiveness of hybrid work, allowing for a controlled implementation, and a stronger case for wider adoption.



### Step 4: Highlight the Benefits

Show how adopting hybrid work or similar measures can lead to cost savings in a visual and catchy style.



### Step 5: Address any Concerns

Address potential concerns, such as reduced team collaboration or challenges in monitoring employee productivity. Provide solutions or strategies to mitigate these concerns.



### Step 6: Align Sustainability goals

Illustrate how these practices align with your organisation's broader sustainability goals and corporate social responsibility commitments.



### Step 7: Engage with Stakeholders

Involve key stakeholders, as HR, IT, and department heads, in the planning and decision-making. Gather their support and insights to strengthen your case.



### Step 8: Present your Case

Schedule a meeting to present the case. Be prepared to answer questions and provide additional information if needed. Show that these Hybrid Work initiatives are part of a broader, long-term sustainability strategy.

