



## Building a Case for Work Mobility

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

### Step 1: Identify your objectives

Start by clearly defining the objectives you want to achieve, such as:

- Reducing carbon emissions,
- Improving employee well-being, or
- Attracting top talent.



### Step 2: Quantify the Benefits

Identify the potential benefits of implementing work mobility initiatives, as they can lead to

- Cost savings in transport,
- Health benefits for employees,
- Less stress, and
- Reduced environmental impact.



### Step 3: Look at some Case Studies

Examples of organisations that have successfully implemented work mobility initiatives as:

- Local recruitment,
- Establishing a Sustainable Mobility Package, or
- Encouraging Soft Mobility.



### Step 4: Calculate your ROI

Calculate the Return On Investment (ROI) for each initiative. Show how the initial investment will pay off over time, and consider both, short-term and long-term benefits, to provide a comprehensive picture.



### Step 5: Highlight the Benefits

Emphasise how these initiatives can positively impact employee well-being and productivity. Highlight:

- Reduced commute times,
- Improved work-life balance, and
- Healthier commuting options



### 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 work mobility initiatives are part of a broader, long-term sustainability strategy.

