

Building the Business Case for Resilience

5 Ways to Get the C-suite on Board

meQuilibrium



You get why resilience is important to your organization. You know that increasing resilience not only makes your people happier, healthier, more engaged, and equipped to navigate change, but that it also makes your organization more agile, productive, and profitable.

But how can you explain all that to the C-suite in a way they understand? To executives, resilience may seem intangible. You know it's not. You see the need for it every day. But how does resilience relate to business results? How do you address their concerns — and objections! — as you show the benefits of a more-resilient workforce? After all, a resilient workforce is one that can deal with the challenges of workplace transformation.

In short, to get the C-suite on board, you need to make the case to invest in resilience.

We're here to help.

MAKE THE C-SUITE CARE

If you want the C-suite to get on board with your resilience solution, you need to show your leadership [why resilience matters](#). When the C-suite asks, "Why should we care?" you need a great elevator pitch and meaningful statistics to back it up.

THE ELEVATOR PITCH

Resilience skills gives our workforce the capacity to respond well to change — which I know is a huge concern for you — and it's scientifically proven to increase engagement, performance, well-being, and profit.

According to Josh Bersin, [disruption](#) to the business world comes from changes in technology, changes in the way people work, and changes in the way organizations are managed. Your leaders care about improving the business's ability to respond to this change — and resilience plays a key role by equipping people with the agility and adaptive capacity they need to adapt and thrive.



Now that you've got the elevator pitch down, you can support it with compelling data points to show the impact of resilience in the four key areas the C-suite cares about:



ENGAGEMENT

Highly resilient people demonstrate lower intent to quit, higher levels of self-confidence and job satisfaction, increased commitment, and good citizenship.

Highly resilient people have:

31% higher engagement

30% higher eNPS (Employee Net Promoter Score)

PERFORMANCE

Resilient people report higher levels of focus, energy, and efficiency, and managers see a marked improvement in their work.

Highly resilient people demonstrate:

1/2 the productivity loss due to stress

60% less burnout

WELL-BEING

People with an increased capacity for resilience are more equipped to deal with the negative effects of stress — decreasing the risk of stress-related illness.

Highly resilient people have:

30% lower scores on the [Perceived Stress Scale](#)

5X the likelihood of enjoying good health

THE BOTTOM LINE

By improving performance and productivity and decreasing costs due to absences and turnover, resilience can have a critical impact on your [business's bottom line](#).

High resilience leads to:

\$800 per employee in annual ROI

For more info, see our guide, ["3 Ways Resilience and Agility Unlock Business Growth."](#)

BUILD THE BUSINESS CASE

Now that you have your core arguments set, let's get practical. Take these three steps to build a strong business case and make sure you're set up for success with the C-suite.

FIRST, GATHER SENTIMENTS.

Talk to stakeholders throughout the organization.

Schedule time with leadership, directors, managers, and employees to figure out how they feel about their own levels of resilience. How do they feel about their workload, work-life balance, and ability to adapt?

Determine which business cases could be solved with resilience.

What priorities are highest on the C-suite's list? Is it upskilling for the future, increasing productivity, improving agility and velocity, decreasing turnover, or enhancing well-being and engagement?

Look at your current offerings.

Examine how resilience skills would fit in with the employee experience at your organization today. What other engagement, well-being, or performance initiatives does your organization have? What objections might the owners of those initiatives have? How could resilience skills integrate with those activities and complement their goals?

SECOND, HELP 'EM WHERE IT HURTS.

Arrange your findings with the most urgent info first.

Where and how is your organization experiencing the most pain? How far-reaching is that impact, and how much is it affecting your organization as a whole?

Share this info with the most critical stakeholders.

Who are the stakeholders most closely tied to your organization's strategic priorities? Are some departments disproportionately affected by these pain points? These stakeholders may be able to support your business case and get things moving more quickly.

THIRD, COUNT THE COST.

Address resilience in purely financial terms.

To gain buy-in from the highest levels of the organization, drive home the cost of not improving resilience. Estimate your organization's annual costs due to turnover, absenteeism, and productivity slumps. See the next section in this paper for even more data to back up your findings.

BE PREPARED FOR THE 5 MOST COMMON OBJECTIONS FROM THE C-SUITE

By now, you're well on your way to building a solid business case and demonstrating the power of resilience across the board. The final step is to consider common questions and objections leadership may have — we've provided a list of the most common ones, and key points for responding.



Objection No. 1

OUR PEOPLE DON'T HAVE A PROBLEM WITH RESILIENCE.

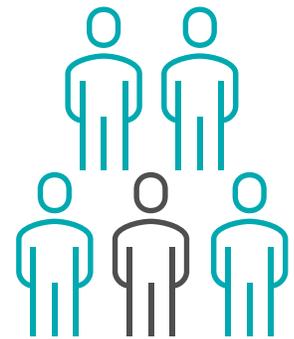
They definitely do, because most everyone does.

Gallup [says](#) 4 out of 5 adults feel stressed throughout the day, [Paychex](#) says 60 percent of U.S. employees are stressed most of the time, while the APA [says](#) 61 percent of stress in America is related to people's jobs.

The future is uncertain, which creates anxiety inside the organization. According to the [World Economic Forum](#), 33 percent of current core talent skills will be outdated by 2020. Employees will need agility to keep up with the upskilling demands of the future.

And leaders know it — Mercer [reports](#) 94 percent of executives agree that building agility and collaboration skills is critical to their organization's success.

Finally, hit 'em with some of your findings from your sentiment analysis and conversations with stakeholders.



Gallup says 4 out of 5 adults feel stressed throughout the day



Objection No. 2

LOW RESILIENCE ISN'T THAT COSTLY TO OUR ORGANIZATION.

Oh, yeah?

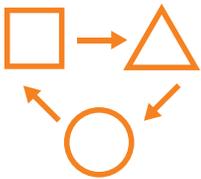
Harvard researchers [estimate](#) stress costs U.S. organizations up to \$190 billion, with lost workdays alone [costing](#) \$50 billion.

A [paper](#) in the *Journal of Occupational Health Psychology* estimated 70 to 90 percent of work-related stress cost was lost productivity, while the remaining cost was for healthcare expenses.

The [CDC](#) reports that absenteeism costs organizations \$225.8 billion, or \$1,685 per employee per year, and resilience is scientifically proven to [decrease](#) absence rates.



of costs was lost
productivity



Objection No. 3

WELL, RESILIENCE TRAINING WOULD BE HARD TO IMPLEMENT FOR AN ORGANIZATION OF OUR SIZE.

Not at all.

Resilience is a set of skills that employees and managers can learn.

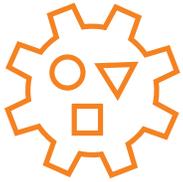
The right resilience solution will use assessments to tailor skill-building programs to individuals, with reporting for managers to improve coaching conversations and build their team's resilience.

In a recent study, meQuilibrium has proved that the product time to effectiveness ratio is 1:1. That means for the amount of time you put into a task, you get an equal return in productivity.

Harvard Business Review argues that organizations, like individuals, can also learn to develop a culture of resilience.

A global financial services firm with 3,000 employees saw average improvements of 12 percent in outcomes like engagement, productivity, and quality of life after implementing a program to build resilience.





Objection No. 4

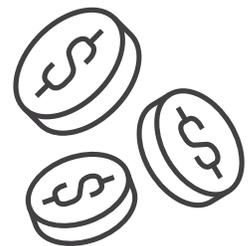
**WE ALREADY HAVE [INSERT FAILING PROGRAM HERE].
DO WE REALLY NEED TO INVEST IN *ANOTHER* SOLUTION?**

Yes.

Without the science of resilience, other engagement and well-being initiatives miss the point: Before employees can engage and perform, they need to be equipped with the right skills.

We believe resilience is the key to unlocking the outcomes you want, but online resilience skills can also fit easily alongside other programs and boost those results.

While it may seem like an additional investment, resilience actually drives savings to your bottom line — improving performance and reducing costly absences and turnover to drive an average annual ROI of \$800 per participant.



\$800

per participant



Objection No. 5

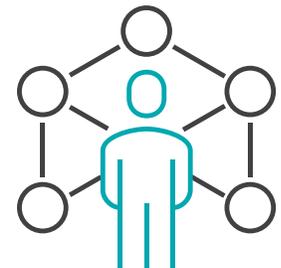
HOW CAN WE MEASURE WHETHER IT'S EFFECTIVE?

Modern resilience technology gives us plenty of data.

With the right solution, you can get population insights for updated, data-based reporting, and you see improvements across the organization.

You'll be able to diagnose your workforce's strengths and weaknesses — and get actionable recommendations to improve your workforce's resilience and agility.

You can even equip employees to take immediate action by using [advanced analytics](#) to direct them to other health and talent solutions in your HR ecosystem.



GET STARTED TODAY

You're ready to unleash the power of resilience. It's time to get everyone else ready, too. As you begin building the business case and getting stakeholders on board, know that meQuilibrium is here to be your guide. We eat, sleep, and breathe the science of resilience — and we're passionate about helping companies build the best strategy and the best program for their people. We've done it with other enterprise organizations just like yours.

If you have any questions or need additional guidance along the way, feel free to reach out at 617-916-1262 or visit us at www.meQuilibrium.com.

We're here to help.

About meQuilibrium

meQuilibrium is the engagement and performance solution that harnesses behavioral psychology and neuroscience to unleash your organization's full potential. By unlocking the power of resilient people and teams, your organization can navigate even the most turbulent of times. Powered by the predictive meQ scores and data-driven insights, our solution uses a clinically validated assessment and robust benchmarking to measure resilience and create personalized programs that build team and employee skills. With meQuilibrium, you can equip each of your employees to discover and master the skills they need to overcome any obstacle, increase agility, gain adaptive capacity, and transform your organization.



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