



5.2 Develop Evidence-Based Strategies to Influence Stakeholder Commitment

LEARNING OUTCOME

By the end of this session, learners should be able to develop evidence-based strategies that influence stakeholder commitment to Occupational Health, Safety, Environment, and Sustainability (OHSES) initiatives. Learners will explore persuasion techniques, business case development, alignment with organisational priorities, and leadership sponsorship.

Learning Objectives

After completing this topic, learners will be able to:

1

Apply evidence-based persuasion techniques to influence stakeholders.

2

Develop business cases aligned with organisational objectives.

3

Align OHSES initiatives with stakeholder values and strategic priorities.

4

Evaluate the importance of leadership sponsorship for successful OHSES implementation.





Introduction

Successful OHSES initiatives depend on stakeholder commitment. Even well-designed programmes may fail without the support of senior leaders, employees, investors, or regulators. Effective OHSES professionals therefore combine technical expertise with communication, persuasion, and strategic thinking to gain stakeholder commitment using credible evidence.

1. Evidence-Based Persuasion and Influence Models

Stakeholders are more likely to support proposals that are supported by reliable evidence rather than opinions.

Evidence may include:

- Incident statistics
- Audit findings
- Cost-benefit analysis
- Legal requirements
- Industry benchmarks
- Research findings

Effective influence models include:

- Logical persuasion using facts and data.
- Consultation and stakeholder involvement.
- Building credibility through expertise.
- Demonstrating organisational benefits.

2. Building Business Cases Aligned to Organisational Priorities

An effective OHSES business case should demonstrate how the proposal supports organisational goals.

A business case should include:

01

Problem statement.

02

Evidence supporting change.

03

Risk assessment.

04

Financial implications.

05

Expected benefits.

06

Recommended solution.

07

Implementation plan.

Example:

Installing automated lifting equipment reduces manual handling injuries, lowers compensation costs, improves productivity, and supports employee wellbeing.

1. Aligning OHSES Initiatives with Stakeholder Values and Strategic Drivers

Different stakeholders value different outcomes.

Stakeholder	Primary Interest
Board	Strategic performance and governance
Investors	Long-term value and ESG performance
Employees	Health, safety and wellbeing
Regulators	Compliance
Customers	Responsible business practices

Successful OHSES proposals demonstrate how initiatives support these priorities.



1. Securing Leadership Sponsorship and Commitment

Visible leadership commitment is essential for successful implementation.

Leaders should:



Communicate support.



Allocate resources.



Monitor performance.



Promote accountability.



Encourage employee participation.

Leadership sponsorship demonstrates that OHSES is a strategic organisational priority rather than simply a compliance requirement.



Practical Example

A warehouse proposes replacing manual pallet handling with automated systems.

The Proposal

The proposal includes injury statistics, cost savings, productivity improvements, and employee wellbeing benefits.

The Outcome

Senior management approves the investment because the proposal aligns with safety objectives and operational efficiency.



Critical Evaluation

Evidence-based influence is more effective than relying on authority or opinion alone. Organisations are more likely to commit to OHSES initiatives when proposals clearly demonstrate strategic, financial, legal, and operational benefits. Leadership sponsorship further strengthens implementation by providing resources, accountability, and organisational credibility.

Key Takeaways

Evidence strengthens stakeholder confidence.

Business cases should align with organisational priorities.

Different stakeholders require different communication approaches.

Leadership sponsorship is critical for successful OHSES implementation.





Thank you