

LEARNING OUTCOME

5.4 Deliver and Critically Defend a Strategic OHSES Proposal to Senior Stakeholders

By the end of this session, learners should be able to prepare, present, and critically defend a strategic OHSES proposal to senior stakeholders using professional communication, evidence, and sound business justification.



Learning Objectives

After completing this topic, learners will be able to:

2

1

Structure executive-level OHSES presentations.

Use data and evidence to support strategic recommendations.

4

3

Respond confidently to stakeholder questions and scrutiny.

Demonstrate professional communication and leadership presence.



Introduction

Senior leaders expect OHSES professionals to present clear, concise, and evidence-based recommendations that support organisational objectives. A successful proposal should demonstrate strategic value, manage risk, and provide measurable business benefits.



1. Structuring Executive-Level Presentations

A strategic OHSES proposal should include:

01

Executive Summary

02

Current Situation

03

Evidence and Supporting Data

04

Risk Assessment

05

Recommended Solution

06

Expected Benefits

07

Financial Considerations

08

Implementation Plan

09

Success Measures

10

Conclusion and Recommendation

 Keep presentations focused on strategic outcomes rather than technical detail.

1. Using Data and Evidence

Recommendations should be supported by:

Supporting Evidence

- Incident trends.
- Audit findings.
- Benchmarking.
- Cost-benefit analysis.
- Legal requirements.
- Industry best practice.
- Risk assessment results.



Evidence strengthens credibility and improves decision-making.

1. Responding to Challenge and Scrutiny

Senior stakeholders may question:

Cost

Return on investment

Operational impact

Resource requirements

Implementation risks

Responses should be:



4. Professional Communication and Leadership Presence

Effective Responses

- Evidence-based.
- Honest.
- Concise.
- Professional.
- Focused on organisational benefits.

Effective presenters should:

- Speak confidently.
- Maintain professionalism.
- Communicate clearly.
- Listen actively.
- Respond respectfully to questions.
- Demonstrate strategic thinking.

Leadership presence builds credibility and confidence.

Practical Example

An OHSES Manager proposes investing in fatigue-monitoring technology for commercial drivers.

The Proposal

The proposal includes incident statistics, legal obligations, projected cost savings, reduced insurance claims, and improved employee wellbeing.

The Board Meeting

During the Board meeting, the manager answers questions regarding implementation costs and demonstrates that the long-term benefits outweigh the initial investment.

The Outcome

The proposal is approved.



Critical Evaluation

A strategic OHSES proposal must demonstrate business value as well as technical merit. Senior stakeholders are more likely to approve recommendations that align with organisational objectives, are supported by reliable evidence, and clearly explain financial, legal, and operational implications. The ability to defend recommendations professionally is therefore a key leadership competency for OHSES practitioners.

Key Takeaways

Executive presentations should be clear, concise, and strategically focused.

Leaders should anticipate and respond confidently to stakeholder scrutiny.

Evidence and data strengthen recommendations.

Professional communication and leadership presence improve stakeholder confidence and decision-making.



Thank you