

Four Steps to Earning Your Seat at the Leadership Table

IBI's CFO survey shows that senior leaders are ready to invest in healthy outcomes—but they don't always know what works. Use these tips to demonstrate how your health program advances business strategy—and earn your permanent seat at the leadership table.

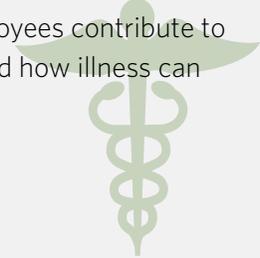
1 Understand what's important.

What do senior leaders want to accomplish with your company's benefits? Are benefits a differentiator when competing for talent? Are they designed to improve productivity or help employees be better health care consumers and better manage their health? Understand leaders' strategic benefits goals, and design programs to support them.

Get inspired: [Talk](#) to senior leaders about their vision for health benefits.

2 Connect health to the big picture.

An effective benefits strategy focuses on the value of healthy employees. Learn leaders' strategic goals, how employees contribute to business performance, and how illness can get in the way.



Make connections: Learn [what illness costs and what health buys](#) and [link workforce health to business performance metrics](#).

3 Let the numbers do the talking.

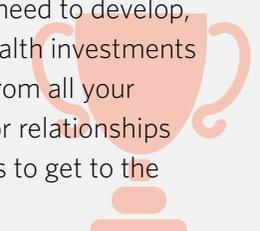
Quantify how health investments accomplish leadership's goals—developing talent, improving health, or driving performance—and contribute to your organization's success.



Create a dashboard: Use [IBI's Key Health Metrics Dashboard to track the 10 key dimensions of workforce health and productivity](#).

4 Win together.

Gathering the data you'll need to develop, grow, and sustain your health investments requires integrated data from all your vendors. Transform vendor relationships into business partnerships to get to the numbers you need.



Build partnerships: [Watch](#) tips for winning together.

Bonus Tips

Don't Be a Cost-Shifting Casualty

Businesses that put more emphasis on competing for talent and improving productivity recognize that raising employee deductibles, premiums or out-of-pocket expenses could undermine these goals. [See how companies are integrating consumer-driven health plans and wellness.](#)

Present Your Case Like a Pro

[Watch tips for making a compelling business case for health and productivity to your C-suite leaders.](#)