



## **The Business Case for a Comprehensive Wellness Programme**

Duration: 1.5 hours

Audience: Human Resources staff, Managers and Senior Administration

*Learn what is necessary to build a business case for an effective Wellness Programme that can be applied at your organization. Participants will take away an understanding of the importance of developing a comprehensive wellness programme and the information and structure on how to develop and present a strong business case for moving forward.*

- **Overview and Background**
- **What is a Comprehensive Wellness Programme?**
- **Strategic Business Drivers**
- **Costs of Doing Nothing**
- **Benefits of Doing Something**
- **Success Factors**
- **Seeing Results**
- **SBCI's Comprehensive Wellness Programme**