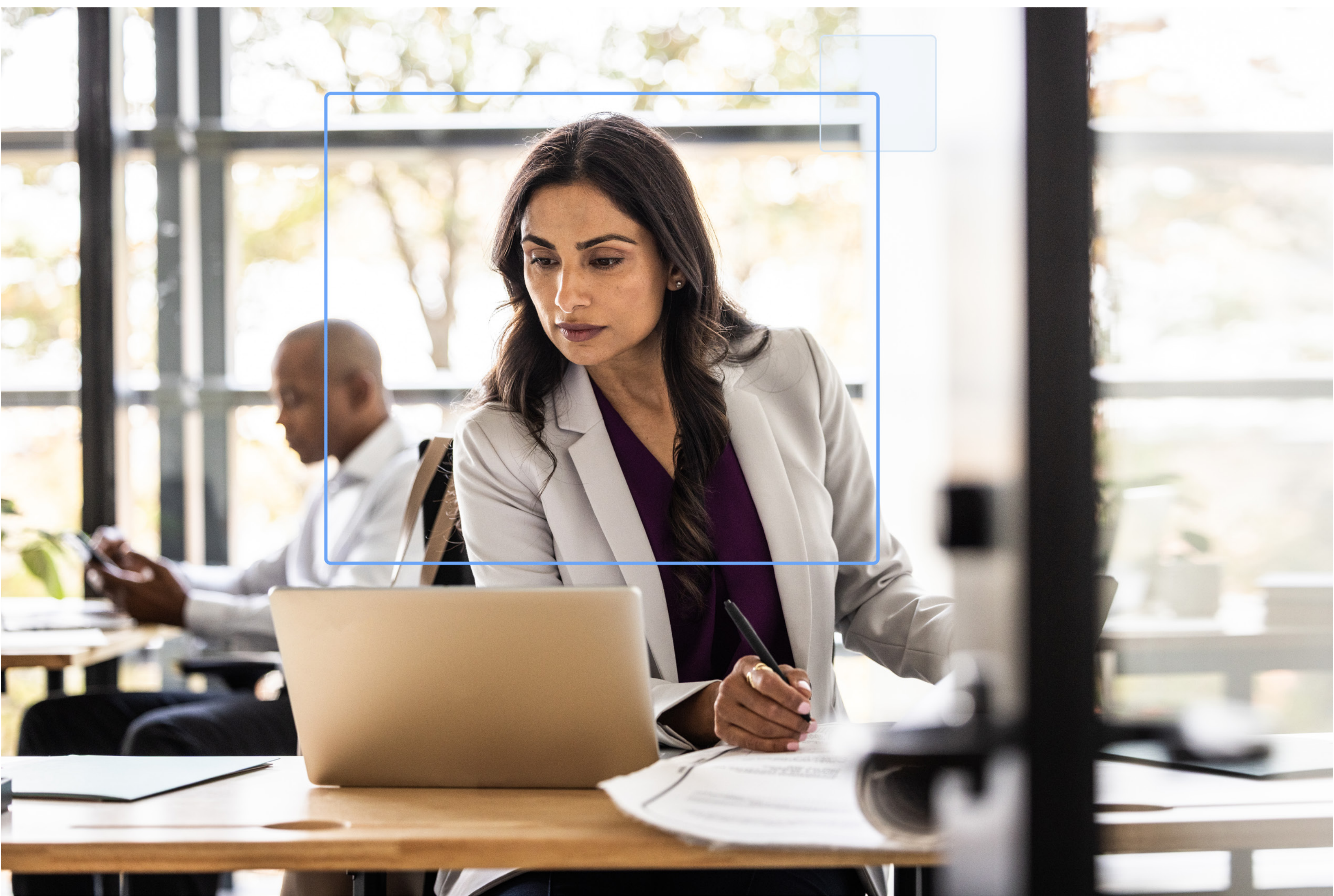
C-Suite Buy-In Checklist

For Health & Safety Initiatives

A practical guide to securing executive support and budget for health and safety, contractor compliance, and workforce risk management initiatives



Why This Checklist Matters

Health and safety professionals understand the operational risks that come with non-compliance, ineffective contractor management, and inconsistent safety practices. The challenge is that executive leaders are balancing many competing priorities.

To secure support and budget, safety initiatives must be positioned as business initiatives.

Executives want to understand:

- How the initiative supports business growth
- How it reduces operational and financial risk
- How it improves productivity and workforce performance
- How quickly the organization will see value from the investment
- What happens if no action is taken

This checklist helps you prepare a compelling business case that connects health and safety objectives to the outcomes leadership teams care about most.

Who Should Use This Checklist?

This resource is designed for:

- Health and Safety Managers
- EHS Leaders
- Contractor Management Teams
- Procurement Professionals
- Supply Chain Leaders
- Operations Managers
- Compliance Professionals

How to Use This Checklist

Work through each section before presenting a new initiative to senior leadership.

By the end of the process, you should have:

- A clearly defined business problem
- Quantified risks and opportunities
- A measurable ROI story
- Executive-ready supporting evidence
- A practical implementation roadmap

Building a Compelling Pitch to Secure C-Suite Buy-In

Developing a strong business case for your H&S initiatives is only the first step in winning buy-in from your C-level executives. The next stage is distilling your argument into a tailored presentation that communicates why leadership needs to invest in your project now, and what's at stake if they don't. Use the following checklist as a guide for building a compelling presentation.

C-Suite Presentation Checklist

1	**Start with current challenges to create urgency.**	☐
1.1	Conduct internal research on what your executives are most concerned about and where they're allocating budgets.	☐
1.2	Focus on a single business problem. Tie H&S challenges to a pressing issue that's holding the business back.	☐
1.3	Develop a succinct elevator pitch that encompasses the problem, your proposed solution, and the anticipated results.	☐
1.4	Communicate the cost of inaction.	☐
1.5	Take a firm position on what you believe should be done rather than providing multiple options so executives can see a clear path forward.	☐
2	**Connect your initiative with ROI, growth, and competitive advantage.**	☐
2.1	Go beyond compliance and communicate how the solution: • Protects revenue (e.g., by preventing project delays or reputational harm) • Drives growth (e.g., improves ability to win contracts, attract talent) • Reduces costs (e.g., lost-time injuries, admin work, premiums)	☐
2.2	Include a timeline for implementation and ROI, as well as the resources you'll need: people, processes, technology, budget.	☐
2.3	Demonstrate how the initiative supports talent attraction and operational excellence—positioning it as essential to business success.	☐
2.4	Create a proposed timeline and be prepared for executives to ask how you can get it done faster.	☐

3	**Come prepared with accurate data.**	☐
3.1	Include simple, well-labeled charts with clear insights rather than raw data.	☐
3.2	Make sure numbers are accurate: presenting inaccurate numbers damages the credibility of your position.	☐
3.3	Prepare additional insights even if you might not get a chance to present them such as: • More granular data points that support high-level metrics • Worker or customer feedback • Testimonials or case studies for any solutions you want to purchase	☐
4	**Adapt the presentation to your audience.**	☐
4.1	Talk to colleagues to find out how your executive audience likes to receive information: • **Maximizers:** want as much data as possible to make well-informed decisions • **Satisficers:** only want the key facts, they will connect the dots quickly and make adjustments to decisions as they go	☐
4.2	Talk to colleagues to find out how your executive audience makes decisions: • **Decisive:** Values succinct communication, acts quickly with a clear plan and sticks to their initial decisions. • **Flexible:** Moves quickly even if they don't have a lot of data and is open to adapting plans as new info emerges. • **Hierarchic:** Makes slow, thoughtful decisions after extensive analysis and receiving input from others. • **Integrative:** Looks for diverse perspectives and data, sees things from multiple angles, making decisions that evolve over time.	☐
4.3	Tailor your presentation to your audience's communication and decision-making preferences.	☐
4.4	Get a colleague to challenge your thinking and identify gaps to prepare for any questions C-suite has for you	☐
5	**Make time for questions and follow-up**	☐
5.1	Plan to reserve at least half of your allotted presentation time for questions and discussion.	☐
5.2	Clearly communicate the role your executives will play in your initiative and what you need from them to get started.	☐
5.3	End your presentation with immediate next steps for you, your team, and your executives.	☐

Key Takeaways

Executive teams typically evaluate H&S initiatives based on business impact.

Before presenting your next initiative, make sure you can clearly explain:

- What problem needs to be solved?
- What is the cost of doing nothing?
- How will success be measured?
- When will results be visible?

From Business Case to Execution

Securing approval is only the beginning. Organizations also need a reliable way to establish contractor requirements, verify compliance, and maintain visibility across their contractor network.

Veriforce Canada helps organizations manage contractor risk and maintain auditable compliance programs across their supply chains. Backed by accredited health and safety expertise and local support teams across Canada, Veriforce Canada helps companies turn compliance requirements into consistent operational practices.

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