

# Work-life balance in the ICT sector

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## Step-by-step approach to building a compelling business case

The purpose of a well-developed business plan is to serve as a blueprint for business initiatives, such as the roll-out of work-life balance measures. A business plan should define benchmarks, map stakeholders, and outline what data will be gathered and which data collection methods will be used.

A compelling business case speaks to multiple target groups and secures buy-in through providing evidence on feasibility and effectiveness.

The following section contains a proposed six-step plan for developing a work-life balance business case within organisations. The purpose of collecting information about the impact of work-life balance policies is to quantify the real value of such programmes and possible future initiatives by assessing hidden costs and calculating economic benefits to the organisation.