



Lesson Plan

Speaking the Language of Business

Session Overview

This masterclass supports safety professionals in strengthening their strategic influence by linking WHS outcomes to organisational performance.

Participants will explore how to use metrics, data, and language that resonate with senior leadership – building a clear, credible business case for safety initiatives.

The session emphasises capability growth in strategic integration, decision-making influence, and communication with leadership

What we'll cover:

- How to translate safety outcomes into business impact and language leaders understand
- The difference between reporting safety and selling safety – shifting from compliance to influence
- Identifying metrics that matter – lead, lag, and business performance measures
- How to build and present a credible business case for safety initiatives
- Turning data into a story that drives decisions and action

INSHPO Alignment:

Domain C – Safety & Health Management

Capability Level:

Level 3 (Comprehensive Application) → Level 4 (Creative Mastery)

INSHPO Domain C – Safety & Health Management

Capabilities developed through this session:

- Communicating WHS impact in business terms
- Using data and metrics to support decision-making
- Evaluating the effectiveness of WHS management systems
- Integrating WHS objectives into broader organisational planning
- Building leadership engagement through strategic communication

Learning Outcomes

INSHPO Knowledge Area	Learning Outcome	Capability Level
Strategic Integration	Identify how safety initiatives contribute to business outcomes	Comprehensive
Performance Measurement	Apply relevant metrics to build evidence for safety investments.	Comprehensive
Leadership & Influence	Present WHS outcomes in a way that aligns with executive priorities.	Integration → Mastery
Business Communication	Develop clear, confident messaging when discussing safety performance.	Integration
Decision-Making Support	Structure a business case that balances people, performance, and profit.	Integration → Mastery