

TSC Category	Business Development					
TSC	Workplace Safety and Health Business Case Development					
TSC Description	Identify new ways to better meet the needs of existing Workplace Safety and Health (WSH) practices and ensure these work in an integrated fashion and bring benefits to the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				WPH-WSH-4056-1.1	WPH-WSH-5056-1.1	
				Develop business opportunities in target segments, review market needs and opportunities, and develop customer relationships	Analyse, create and communicate a successful business case to meet an organisation's (Workplace Safety and Health (WSH) needs	
Knowledge				<ul style="list-style-type: none"> Market landscape and trends Impact of trends on new and/or existing products and offerings Methods of customer relationship development Types of market targeting strategies Components of implementation plans for positioning options Engagement metrics 	<ul style="list-style-type: none"> Decision makers in the organisation Business and WSH needs Business planning cycle Types of business-related evaluation techniques Evaluation criteria to shortlist viable business recommendations Types and sources of input and information required for evaluation Format of a business case Sources of different perspectives and decision-making styles of various decision makers 	
Abilities				<ul style="list-style-type: none"> Develop customer acquisition and retention programmes Develop business opportunities based on customer needs and expectations Develop recommendations to improve organisation's positioning in the market Review strategic and partnership opportunities through quantitative and qualitative analyses 	<ul style="list-style-type: none"> Establish organisational WSH need in relation to business needs and organisational business planning cycle Shortlist viable recommendations to meet organisational WSH needs Analyse business aspects of shortlisted recommendations to address decision makers' business needs 	

SKILLS FRAMEWORK FOR WORKPLACE SAFETY AND HEALTH
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

				<ul style="list-style-type: none">• Develop goals, plans and related metrics to track progress and manage obstacles to achieve program objectives• Implement metrics in tracking success of customer engagement	<ul style="list-style-type: none">• Formulate a strategy to communicate business case to decision makers	
--	--	--	--	--	--	--