
The New Business Model

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Geneva, October 26

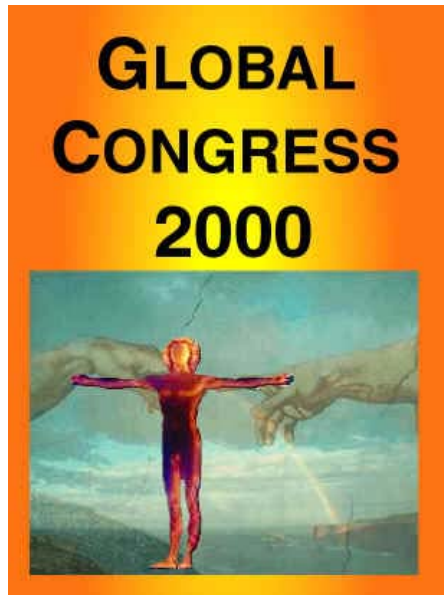


Overview

- 1. Background**
- 2. New Business Model Concepts**
- 3. Approach**



1. Background



The New Business Model



1. Background

World Strategic Partners presents the Annual Symposium on Business and Mental Energy at Work. This will be held at the ILO facilities in Geneva, Switzerland. Participants to the Global Symposium are members to the Club of Geneva. This is an international think tank for ongoing improvements of the wellbeing of an individual at the workplace.

The Symposium offers a rare opportunity to participate in a prestigious international forum, highlighted by important discussions on key issues concerning Mental Health in the Workplace. The Symposium is of strategic relevance to top executives within government and the private sector. The Symposium is a golden opportunity to network with peers from all over the world. The Symposium is a meeting point for buyers and provider of professional services within the field of mental energy/mental health at work.

One of the recommendations from the delegates is to develop a new business model for ongoing improvements of mental health at work. Some of the concepts of the business model is shown on the following pages. The business model is adaptation and application of tools and concepts to increase the wellbeing among individuals either direct or indirect. The development of the business model will be performed in collaboration with a leading business school. The tools available on internet will be used extensively by a broad audience in the development process.

Overall Strategies

- Increase the awareness of the wellbeing benefit potential
- Define projects for ongoing improvement of the wellbeing of the individual at work
- Identify and motivate key players to execute projects
- Monitor and improve on an ongoing basis
- Use the Global Symposium as a platform for dialogue
- Recognize success stories



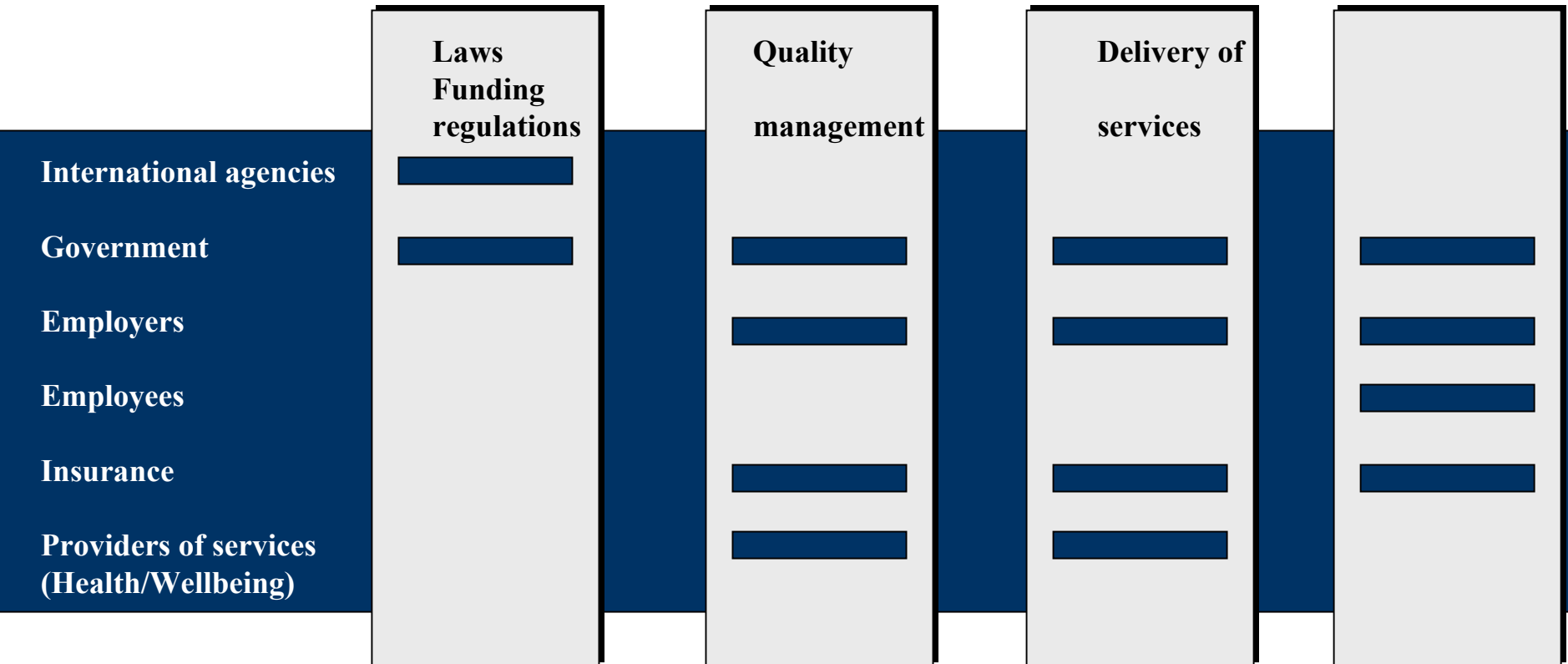
2. New Business Model Concepts

Key Processes, Concepts/examples



2. New Business Model Concepts

Framework, Functions and Players

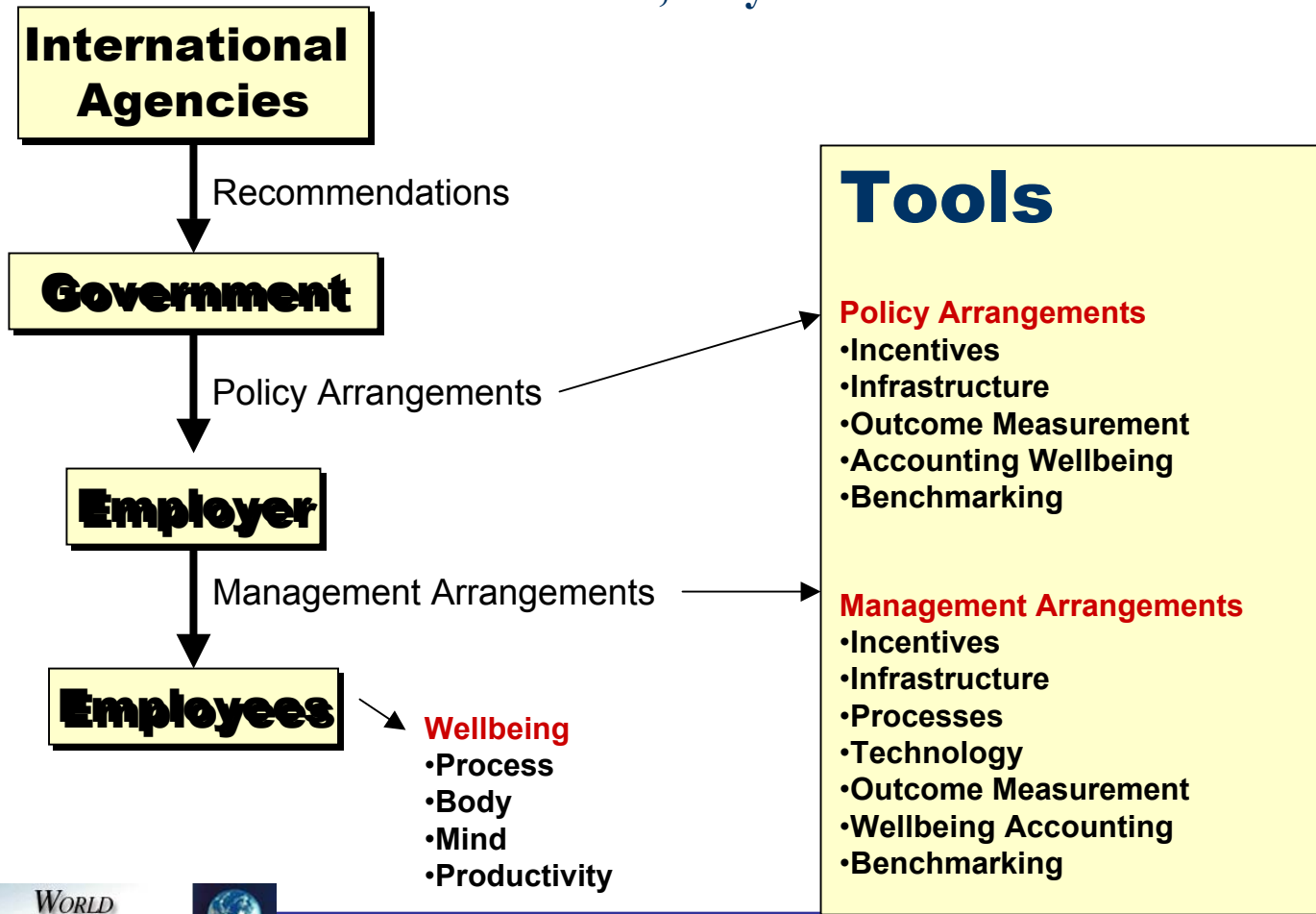


The role of the players differs from country to country



2. New Business Model Concepts

Framework, Players and Tools



The Journey

Toolbox in the Context of the Wellbeing Framework

HEALTH SYSTEM

Laws and regulation
Funding Mechanism
Major Delivery System
Typical Tools
Driving Forces
Benchmarks



TOOLS

Policy Arrangements
Management Arrangements
Work Design
Evaluation/Accreditation/
Measurement of Outcomes
Benchmarks

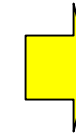
Philosophy

The Wellbeing
of the Individual
is essential
for the
Organizations
own Wellbeing



Challenge

What kind of arrangements should
be implemented in order to achieve the
optimal Wellbeing for the individuals.

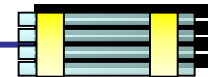
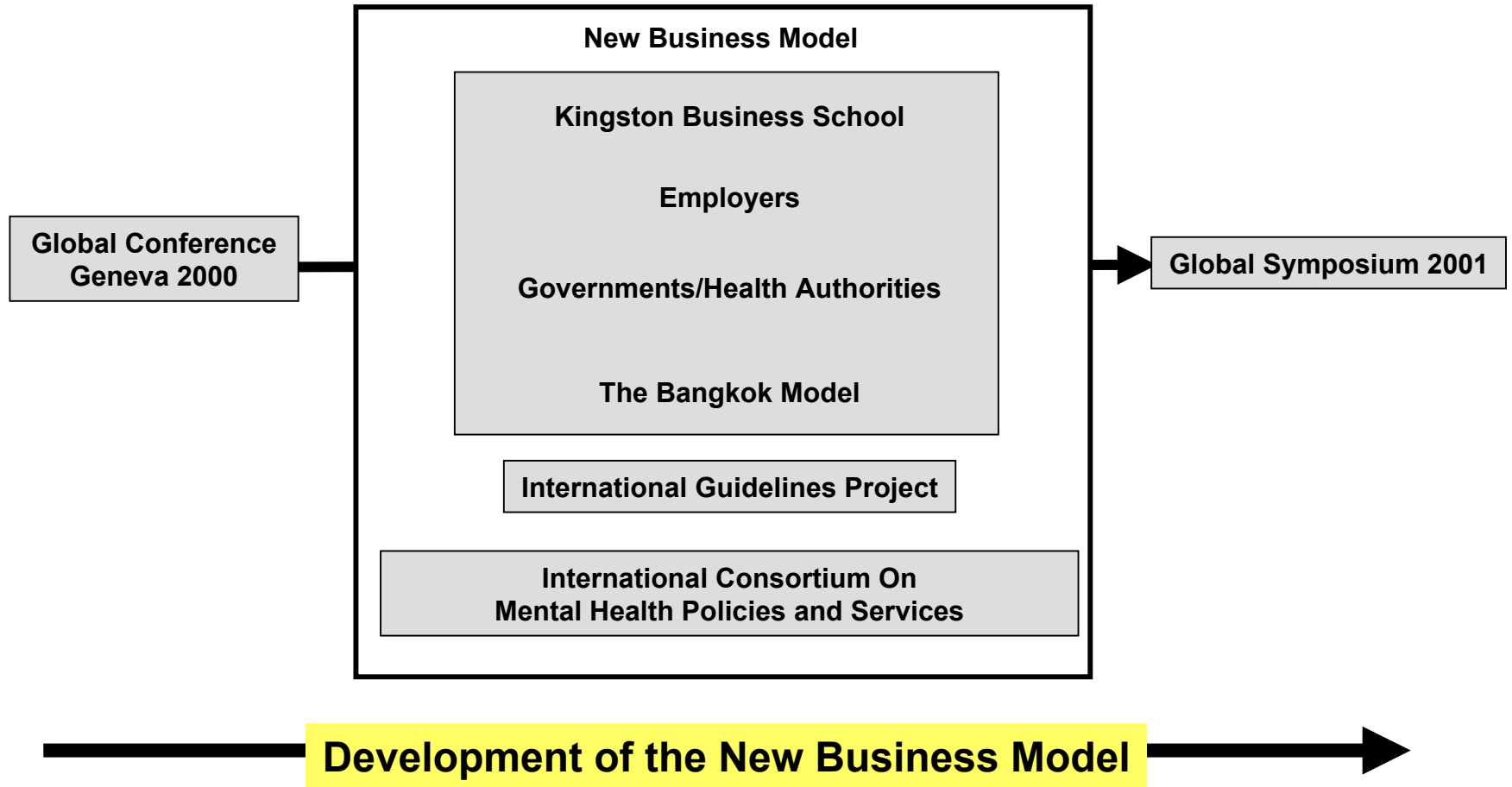


The Solution?

There is no school
solution but....



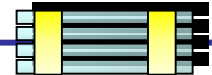
3. Approach



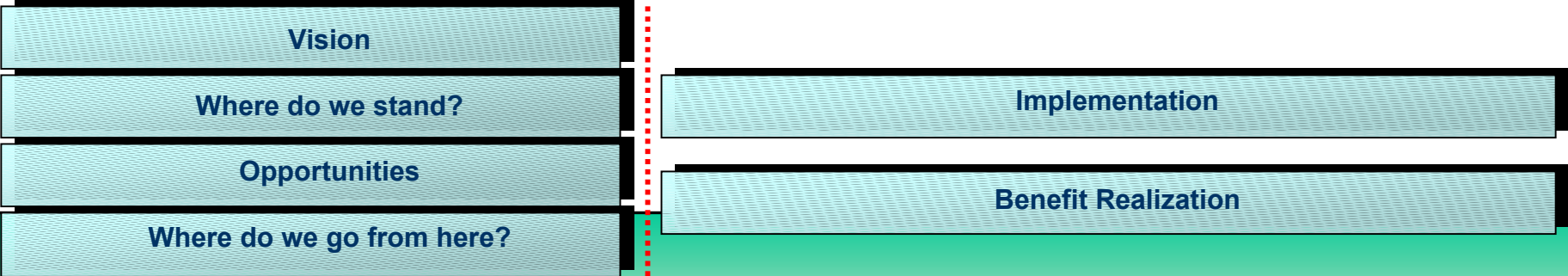
3. Approach



The Bangkok Program for Healthy Organizations



3. Approach



The Journey of Change

2001

2002

2003

2004

2005



Conference
Bangkok
June 26, 2001

Model
Design

Program
Planning

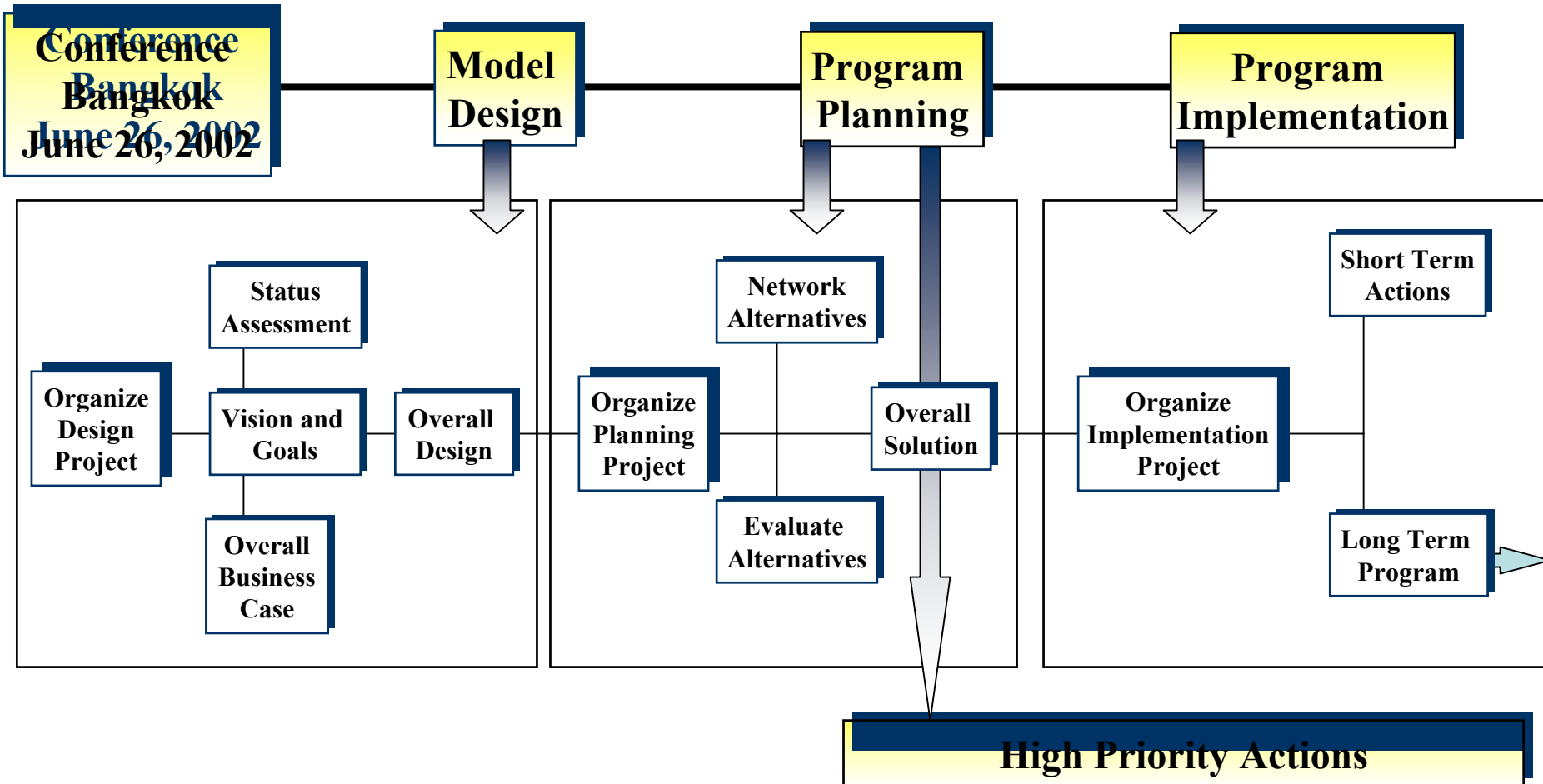
Program
Implementation

Program Rollout and
Ongoing Improvement

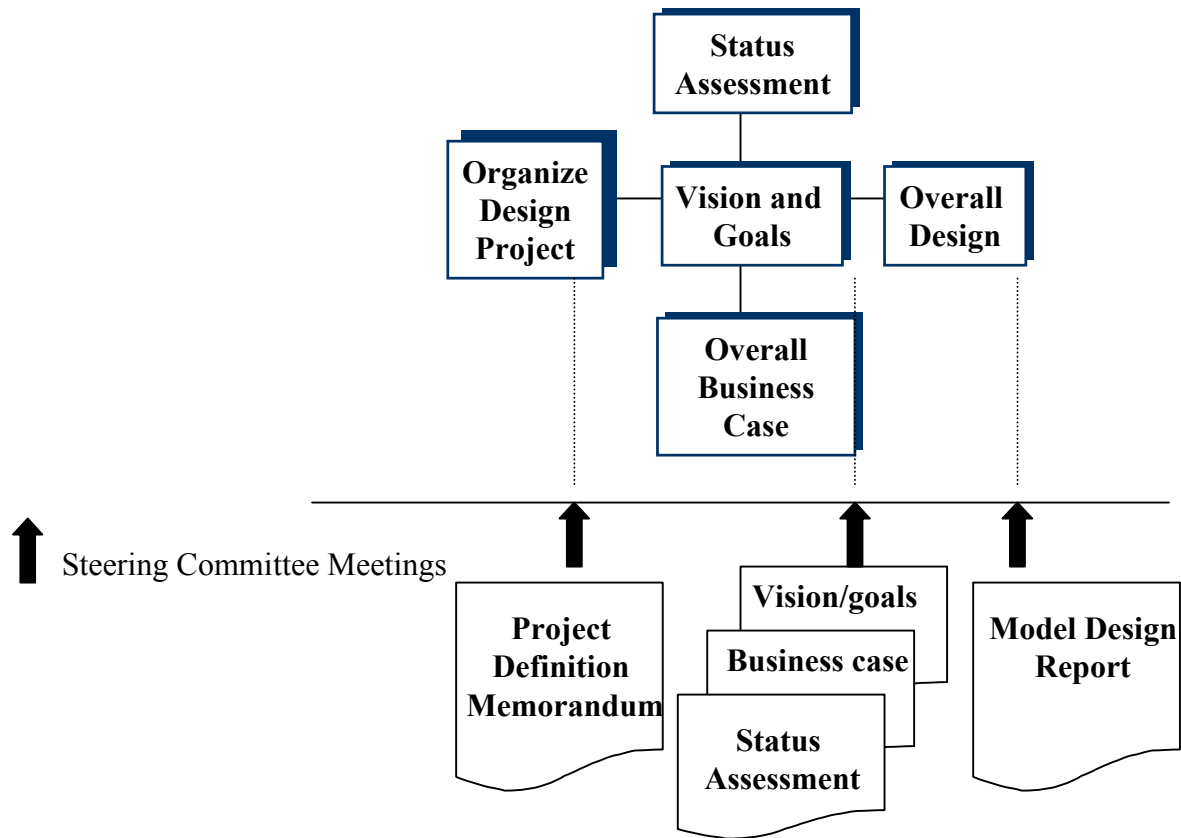
High Priority Actions



3. Approach



3. Approach



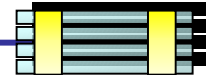
3. Approach

- **Develop educational material**
- **Develop recommendations on incentive structures**
- **Develop a generic business model**
- **Develop an accounting model for employers**
- **Establish an international award**
- **Establish a common language**
- **Establish the Club of Geneva, an international community**



3. Approach

- **Develop a generic business model for improvement of the wellbeing of the employees on an ongoing basis.**
- **Example of business model content:**
 - **Background**
 - **Roles**
 - **Responsibilities**
 - **Policies**
 - **Collaboration**
 - **Sharing of responsibilities**
 - **Mechanisms**
 - **Resources**
 - **Information/communication**



3. Approach

