

# Worksheet: Selling Culture Change to the CEO

My CEO's hot buttons are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Workplace bullying connects to these hot buttons in the following ways:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Estimation of actual costs of bullying in my organization:

Description	Cost
<i>Cost to repair damaged machine due to lack of communication between bully and maintenance dept</i>	<i>\$20,000</i>
<b>Total cost of bullying (i.e., total reduction in cost if bullying is eliminated)</b>	

Ways that eradicating bullying will protect revenue:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Estimated total: \$ \_\_\_\_\_

Ways that eradicating bullying will increase revenue:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Estimated total: \$ \_\_\_\_\_

The Return on Investment (ROI) of a solution:

*EX: Based on my calculations, the cost of bullying is \$50,000. If we invest \$8,000 in communication skills coaching to the person identified as a bully, and that person changes as a result of the coaching, we'll have saved the company \$42,000.*

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