HOW LEADERS VALUE
QUALITY OF LIFE
IN THEIR ORGANIZATION

21 October 2015
The first international survey

Between November 2014 and January 2015

780 interviews

Companies

Hospitals

Universities
Today’s top leaders in all geographies recognize that Quality of Life is a strategic priority for their organizations. The subject is a real concern that rises to the highest level of management.

totally agree that they place a high level of importance on improving Quality of Life in their organization.
Quality of Life and organisational performance

If leaders place a high level of importance on improving Quality of Life, this is because of a clearly identified link to performance.

57% totally agree with the fact that improving Quality of Life has an important impact on the performance of their organization.

This is true across all sectors.
Leaders totally agree:

- 60% Hospitals
- 57% Companies
- 54% Universities
A shared conviction

- This trend is present in developed as well as emerging countries.
  Leaders totally agree:

- **72%** India
- **70%** Brazil
- **65%** United States
What are the driving forces?

1. THE RISE OF THE POWER OF THE END USER
   Leaders who say that end users’ demands are a driver:
   - 57% Hospitals
   - 48% Universities
   - 40% Companies

2. NEW GENERATIONS WITH NEW NEEDS
   Leaders who say that the rise of the younger generations is a driver:
   - 53% Companies

3. POLITICAL PRESSURE
   Leaders who say that the new laws and regulations are drivers:
   - 37% Hospitals
   - 34% Companies
Challenges

IDENTIFIED OBSTACLES:

53%  Cost
28%  Other priorities within the organization
21%  Lack of culture and understanding of the topic within the organization
19%  Difficulty in demonstrating its impact on company performance
18%  Difficulty in getting started and/or implementing programs to improving Quality of Life
13%  No dedicated department in charge of Quality of Life

THE BIGGEST CHALLENGE: THE SHIFT FROM COST TO INVESTMENT
Thank you

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