

Institute for Real Growth and Oxford Saïd FOMI Launch First Global C-Suite Study on Stakeholder Impact.

What it takes to win in the shift from shareholder to stakeholder impact

New York, February 6, 2023

The Institute for Real Growth (IRG) and the University of Oxford Future of Marketing Initiative (FOMI) at the Saïd Business School jointly announce the first C-Suite study focused on capturing what it takes to win in the shift from shareholder to stakeholder growth.

The *Achieving Stakeholder Impact (ASI)* study will identify winning Stakeholder growth strategies, how the impact is best measured and communicated, essential leadership attitudes and habits, and the role of brands and Marketing. The study will deliver fact-based insights and frameworks, practical tools, and case studies and run from February to October 2023.

A global coalition of business, leadership, and marketing partners, as well as an Advisory Board representing all critical stakeholders, is supporting the study.

Study co-lead Andrew Stephen, Deputy Dean and L'Oréal Professor of Marketing at Oxford University's Saïd Business School says, "*A lot has changed since the US Business Round Table committed to creating value for all stakeholders. Inflation and a global recession are testing the resolve of any leader that supported the 2019 declaration*".

"In the current economic climate, we risk losing essential lessons learned as the 'stakeholder growth' baby gets thrown out with the bath water. The ASI study will capture and share these learnings." adds IRG Founder and study co-lead Marc de Swaan Arons.

2023 ASI Study Approach

The ASI study combines the academic rigor of Oxford Saïd's FOMI with the practical experience of IRG participants: Vision interviews with global CEOs, CFOs, CHROs, and CMOs will be joined with a stakeholder growth initiatives meta-analysis and a FOMI 'Hypertrend' AI analysis for identifying key themes, topics, and emerging future trends.

ASI Advisory Board

The ASI Advisory Board represents all stakeholders: Angela Ahrendts (Burberry/Apple), Sue Allchurch (UNGC), Conny Braams (Unilever), Chris Burggraeve (NYU), Ian Lee (Adecco), Colin Mayer (Oxford University), Javier Meza (Coca-Cola), Jingye Chen (Aifenlei), Sylvia Mulinge (MTN), Hans Ploos van Amstel (Partners Group), Sanjiv Puri (ITC), Jennifer Remling (WPP), Ella Robertson McKay (One Young World), Halla Tómasdóttir (B-Team), and Lorraine Twohill (Google).

ASI Study Partners

ASI study partners include Spencer Stuart, WARC, KennedyFitch, the Yale Program on Stakeholder Innovation and Management, Chinese Business School CKGSB, The UK Marketing Society, the Association of National Advertisers (ANA) CMO Growth Council, The B Team, FGS Global, the Arthur W. Page Society, the National Association of Corporate Directors (NACD), the Society for Human Resource Management (SHRM) and Morning Consult.

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About the Institute for Real Growth (IRG)

The Institute for Real Growth (IRG) is dedicated to helping organizations worldwide shift their focus from shareholder to stakeholder growth. We call this focus on value creation for all stakeholders - *Humanized Growth*. The purpose of the IRG is to help leaders drive more Humanized Growth by connecting them to peers, experts, and best practices.

The IRG is not-for-profit and independent and supported by WPP, Meta, Google, Optimizely, Morning Consult, the NYU School of Professional Studies, Saïd Business School at the University of Oxford, CKGSB, the Exetor Group, and Spencer Stuart. The IRG program curriculum builds on the findings of the 2019 IRG Growth Study. Previous IRG studies led to the publication of the GLOBAL BRAND CEO book (2010) and two Harvard Business Review articles, Marketing2020 (2014) and Insights2020 (2017).

About the Future of Marketing Initiative at Saïd Business School, University of Oxford

The Oxford Future of Marketing Initiative (FOMI) brings world-class business academics and senior executives from some of the world's largest companies together to address some of the most difficult and complex business challenges within the domains of marketing, advertising, communications, media and technology. FOMI exists because of the need to infuse marketing practice with evidence-based solutions to complex business problems. No one—academic or practitioner—should do it alone as they approach these issues. Instead, we believe that collaboration, knowledge, experience sharing, and scientific research are the ways to move the marketing discipline forward in a data-fueled, technology-focused world.

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