

Institute for Real Growth and Oxford Saïd FOMI Launch First Global CXO Study on Multistakeholder 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 Oxford's Future of Marketing Initiative (FOMI) at the Saïd Business School jointly announce the world's first CXO study focused on capturing what it takes to win in the shift from shareholder to stakeholder growth.

The *Achieving Multistakeholder Impact* (AMI) study will identify winning multistakeholder 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.

Oxford University Saïd Business School Professor of Marketing Andrew Steven 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 'multistakeholder growth' baby gets thrown out with the bath water. The AMI study will capture and share these learnings." adds IRG Founder Marc de Swaan Arons.

2023 AMI Study Approach

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

AMI Advisory Board

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

AMI Study Partners

Confirmed AMI study partners include executive recruiters Spencer Stuart, WARC, The Yale Sustainable Leadership Forum, Chinese business school CKGSB, The UK Marketing Society, the ANA CMO Growth Council, the LinkedIn B2B Institute, and decision intelligence company 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, the 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 the 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 marketing, advertising, communications, and media domains and technology. FOMI exists to infuse marketing practice with evidence-based solutions to complex business problems. No academic or practitioner should go it alone as they approach these issues. Instead, FOMI believes 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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