

ACHIEVING STAKEHOLDER IMPACT

Pivoting from shareholder primacy to stakeholder impact



Shorter?

THE STAKEHOLDER CHALLENGE

Today, Inflation and a global recession are testing the resolve of any leader that supported the 2019 BRT declaration. CEOs perceived as not entirely focused on the bottom line and investments without an immediate financial return are again under intense scrutiny by the financial markets. Essential lessons learned now risk being lost as the 'multistakeholder growth' baby gets thrown out with the bath water.

THE C-SUITE QUESTION: THE HOW

- How to align the organization behind a stakeholder approach?
- How to balance the short and the long-term?
- How to lead the shift?
- How to measure success?
- How to communicate to internally & externally?
- How to leverage Marketing, HR, Finance, Strategy, Operations?



"I would like to congratulate you for undertaking this new study. It is so important to show that Corporate Multistakeholder Responsibility is better understood and even more widely promoted as the basic corporate leadership concept in the 21st century."

Klaus Schwab,
Chairperson of the World Economic Forum



THE STUDY

The Achieving Stakeholder Impact (ASI) study identifies how to successfully pivot from shareholder primacy to stakeholder impact - winning stakeholder growth strategies, essential leadership attitudes, and the role of brands and Marketing

THE APPROACH

300+ Vision interviews
Interviews with CEOs, CFOs, CHROs, Heads of Investor Relations, CMOs, and ESG experts

Meta-analysis
Review of articles and publications on stakeholder growth initiatives and results

AI Analysis
Analysis using the 'Hypertrend' tool developed by Oxford FOMI for identifying key themes, topics, and emerging future trends

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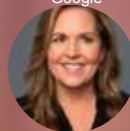
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ASI STUDY FOCUS AREAS

Stakeholder
impact
definition

Initiatives
with most
impact

Measuring &
communicating
impact

Growth
Leadership
Profile

Implications per
key role



LEVERAGING THE ASI LEARNINGS FOR YOUR ORGANIZATION

The ASI Corporate Package (\$22k) leverages the study learnings through the lens of your context, organization & ambition, to define your ASI opportunity



IRG-led Vision Interviews
with senior leadership
to explore the Stakeholder
Impact ambition for your
organization



Internal ASI Benchmark
through a quant survey within
your organization to identify
strengths and opportunities
versus over-performers



Curated Best Practices
relevant to your industry,
context, organization &
geography, to inspire and inform
your ASI Opportunity



Tailored ASI Opportunity Session (led by IRG)
bringing all the inputs together to identify your ASI
Opportunity with senior leadership

- Vision Debrief
- Benchmark Assessment
- Visioning Intervention

For more information: info@instituteforrealgrowth.com