



**Achieving
Stakeholder
Impact**

PIVOTING YOUR ORGANIZATION FROM SHAREHOLDER PRIMACY TO STAKEHOLDER IMPACT

Applying the ASI Study learnings
to your business



SpencerStuart



Yale Program on Stakeholder Decision
and Management

THE B TEAM ▶



**GLOBAL
CMO**
GROWTH
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**THE MARKETING
SOCIETY**

NACD



PIVOTING YOUR ORGANIZATION WITH AN INTEGRATED STRATEGY FOR SUSTAINED STAKEHOLDER VALUE CREATION

There is no doubt that pivoting to sustained value creation for all stakeholders is the way forward for business. Today, the biggest challenge is not *the why*, it is *the how* – how to successfully integrate a stakeholder value creation strategy, avoiding pitfalls and building on best practices.

THE C-SUITE HOW QUESTIONS

1. How **to align** the organization behind a stakeholder value creation approach?
2. How **to balance** the short and the long-term?
3. How **to lead** the shift towards stakeholder value creation?
4. How **to measure** stakeholder impact & success?
5. How **to communicate** internally & externally?
6. How **to engage & collaborate** with different functions, e.g. HR, Finance, Operations, etc?

CURRENT ASI CORPORATE PARTNERS





LEVERAGING THE ASI STUDY LEARNINGS FOR YOUR ORGANIZATION

Through the lens of your context, organization & ambition, the Corporate ASI Package helps define the stakeholder opportunity for your organization. It starts with a benchmark, includes a deep dive into the status quo, and identifies opportunity gaps to develop fit-for-purpose strategies.

Bespoke Insights:



Quant ASI Benchmark
within your organization to identify strengths and gaps versus over-performers



Leadership Vision Interviews
to explore the stakeholder impact ambition and potential for your business



Curated Best Practices
relevant to your industry, context, organization & geography



IN-HOUSE ASI OPPORTUNITY SESSION (led by IRG)

Bringing all the bespoke insight together to establish a common language and identify the ASI Opportunity for your organisation and team

TOTAL INVESTMENT: \$34k



THE ASI 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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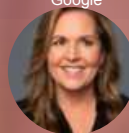
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Partners Group



"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

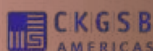


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For more information:
frank@instituteforrealgrowth.com



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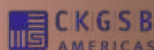


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For more information:
marc@instituteforrealgrowth.com



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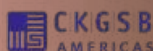


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mariana@instituteforrealgrowth.com



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