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Impact Study

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

The study is the product of a collaboration with an advisory board and partners representing key functions from the C-Suite, including Board Members, CEOs, CHROs, CCOs, and CMOs. It results

The research included interviews with over 475+ senior business and experts, 750+ survey contributions from 52 countries, and an AI analysis of publicly available research and data.

Press Release



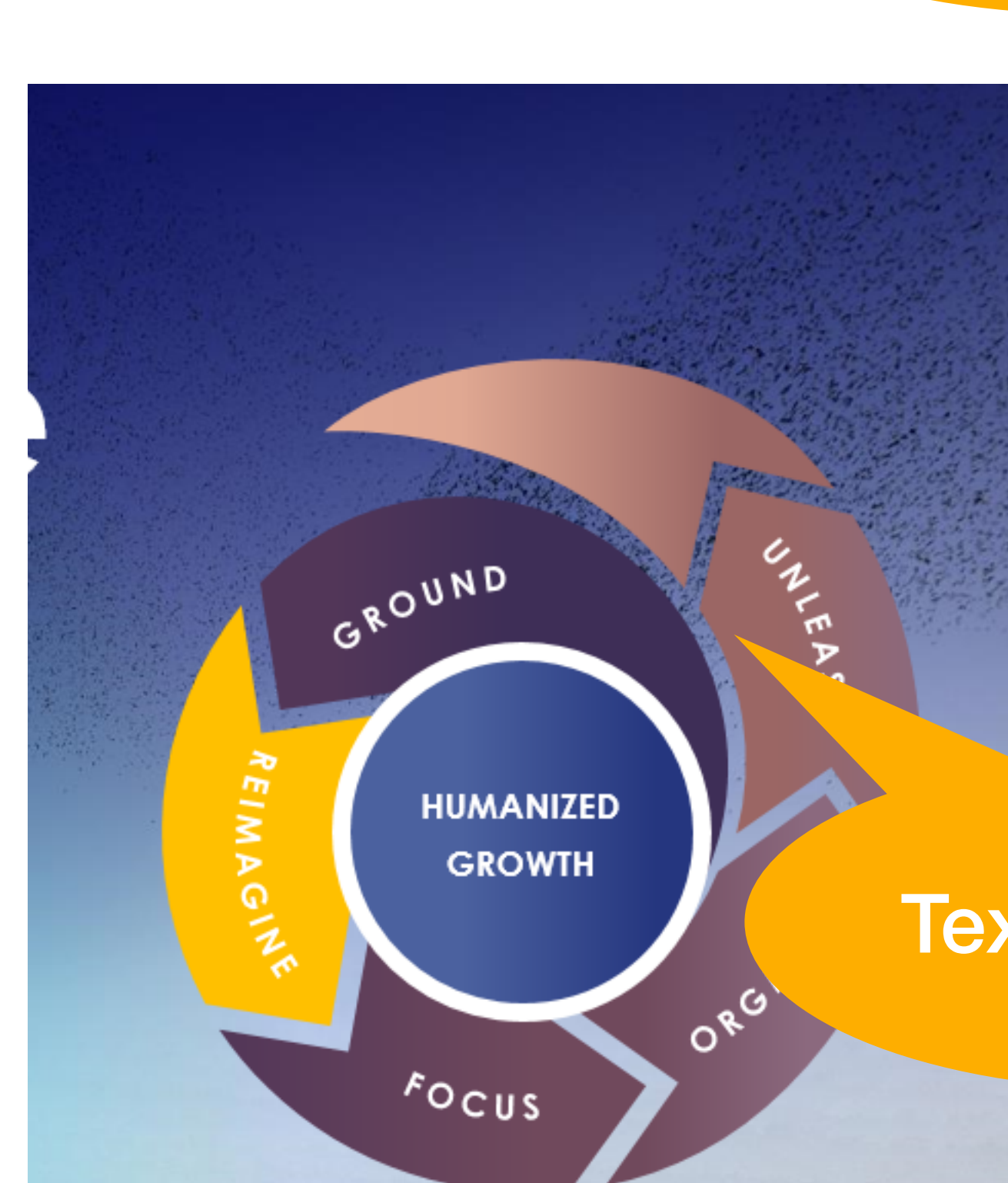
The Impact study identifies winning Stakeholder growth strategies, how the impact is best measured and communicated, essential leadership attitudes and habits, and the role of different C-Suite functions.

Download
Executive Summary

Link to
download page

Five key drivers of Humanized Growth

The study identifies five key drivers differentiating overperforming organizations – those driving more Humanized Growth – from their counterparts. These five drivers provide a framework for understanding and implementing strategies that prioritize all stakeholders.



Text hoover?



Role Modeling Da Vinci Humanized Growth Leadership

Together with Spencer Stuart the IRG has identified essential leadership attitudes and habits to drive the pivot from shareholder primacy to broader stakeholder-value creation. The IRG Impact Study also reveals the characteristics that C-suite leaders need to possess to lead their companies through this process – what is called the Da Vinci CEO Profile.

Join us in one of the Impact Study Events

Link to events
page

New York | Mexico City | Cape Town | Sao Paolo | London | Paris | Amsterdam | Istanbul
Penang | Mumbai | Cannes | Sydney | Prague | Stockholm | Tokyo | Shanghai

Book on of our speakers to present the Impact Study



Marc de Swaan Arons

Founder

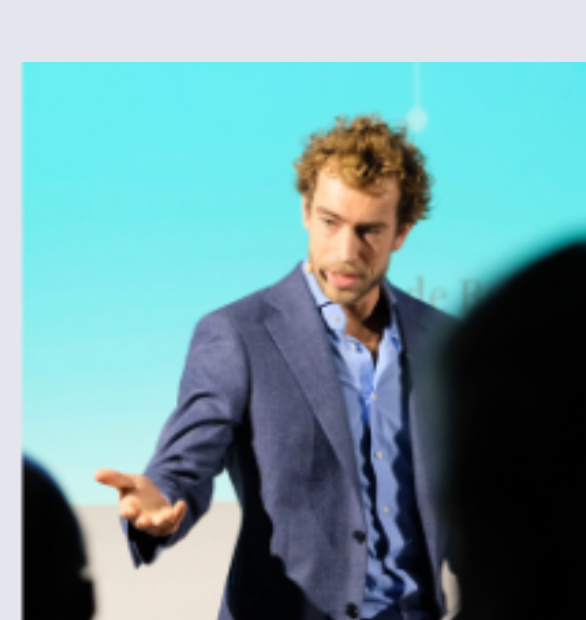
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Frank van den Driest

Founder

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Request speaker info and availability

Andere kleur?

Meet the Impact Study partners

Our Impact Study partners represent each function of the C-Suite landscape. These organizations include: the National Association of Corporate Directors (NACD), the Society for Human Resource Management (SHRM), the Association of Chartered Certified Accountants (ACCA), FGS Global, the Arthur W. Page Society, the Association of National Advertisers (ANA), The Marketing Society, The B Team, Spencer Stuart, WARC, KennedyFitch, Mindshare, the Yale Program on Stakeholder Innovation and Management, and the Cheung Kong Graduate School of Business (CKGSB).



Meet the Impact Study Advisory board

The IRG is working alongside a board of exceptional business leaders and academics to explore the fundamentals for improving stakeholder value in the corporate world. The advisory board helped bring together the findings to create a practical roadmap, complete with frameworks and tools to facilitate this transformative change.



ASI
Advisory
Board

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Link to speaker page.
Tet page is here <https://irgtest.buildwebsite.co.in/event-speakers.html>

Impact Study

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Email *

Company *

Last Name *

Title *

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