

IRG Impact Study

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The Institute for Real Growth (IRG) and the Future of Marketing Initiative (FOMI) at the Oxford University Said Business School jointly led the first global study to identify best practices on the business pivot from shareholder primacy to value creation for all stakeholders - colleagues, customers, the community and investors.

The IRG Impact study is unprecedented in scope and builds on the expertise and experience of hundreds of global experts, academics and cross-functional C-suite practitioners to identify what business and leadership practices are required to drive more 'Humanized Growth.'

The Impact Study was conducted in partnership with the National Association of Corporate Directors (NACD), Society for Human Resource Management (SHRM), Association of Chartered Certified Accountants (ACCA), and many business organizations. The full list of study partners is listed below and in the IRG Impact Study Press Release.

Press Release

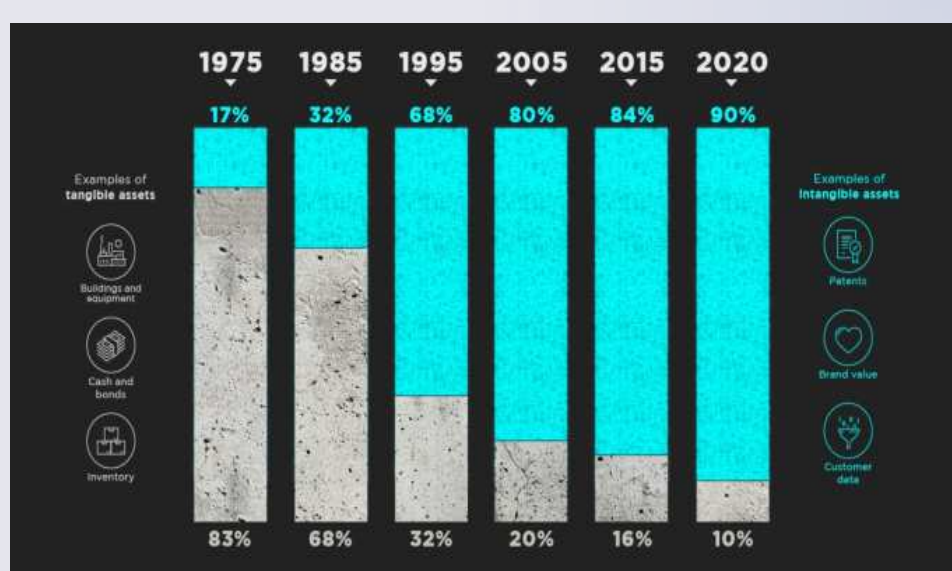
Study Design & Advisory Board

- 475 C-Suite Vision Interviews
- 120K social posts AI Analysis
- 750+ on-line Survey respondents
- 61 markets
- 5 C-Suite functions + Board deep-dives
- 5 country deep-dives
- Cross-Industry
- B2B and B2C



The Business Growth Challenge

The concept of business growth has undergone a profound transformation. Today, companies are increasingly seen as integral parts of a larger societal ecosystem, responsible for creating value for all stake-holders, colleagues, customers, the community, and investors.



Intangibles are the new Tangibles

Company value attributed to intangibles has increased dramatically. The study underscores the growing importance of intangible assets, including brand value, customer data, employee loyalty, and business reputation. As businesses shift toward more stakeholder-centric models, leaders must develop strategies to effectively manage and measure these intangibles.

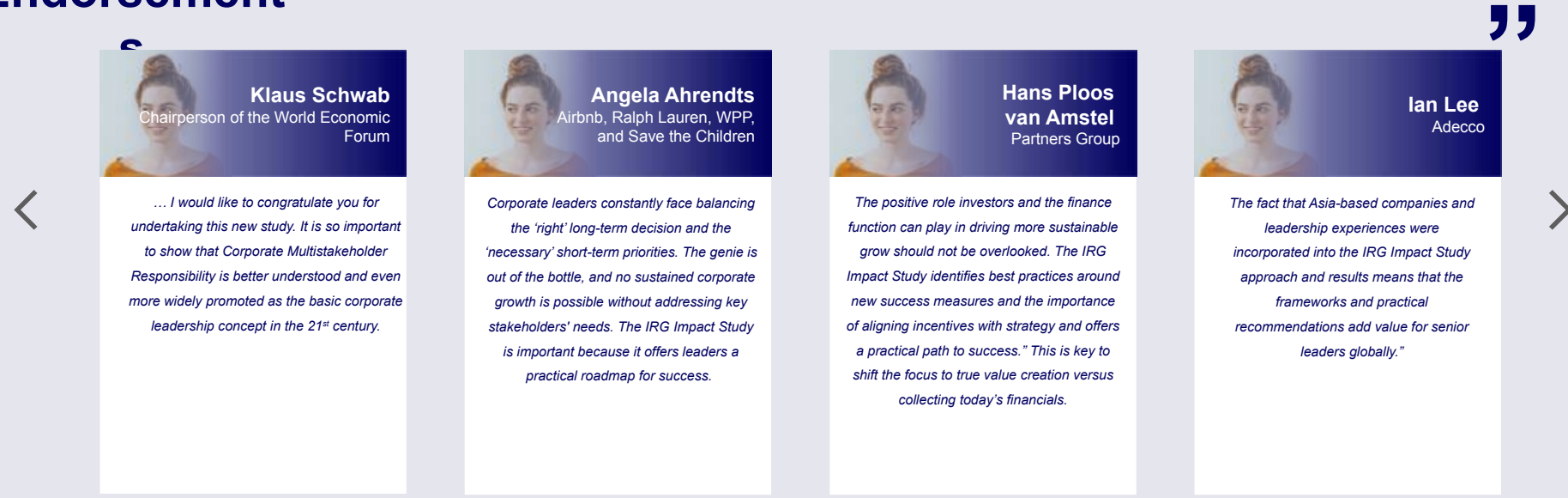
IRG Impact Study Handout

The IRG Impact Study identifies winning Stakeholder value creation strategies, how impact is best measured and communicated, and essential leadership attitudes and behaviors.

Download IRG Impact Study Handout



Endorsement



IRG Impact Study Partners

The IRG Impact Study partners represent each function of the C-Suite landscape. They 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).



Join us at one of the Global IRG Impact Study Events



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

Need an dedicated IRG Impact Study Presentation?

The IRG Team is available to present at industry conferences and in-company events. We also facilitate strategy and leadership retreats



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Find out more



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