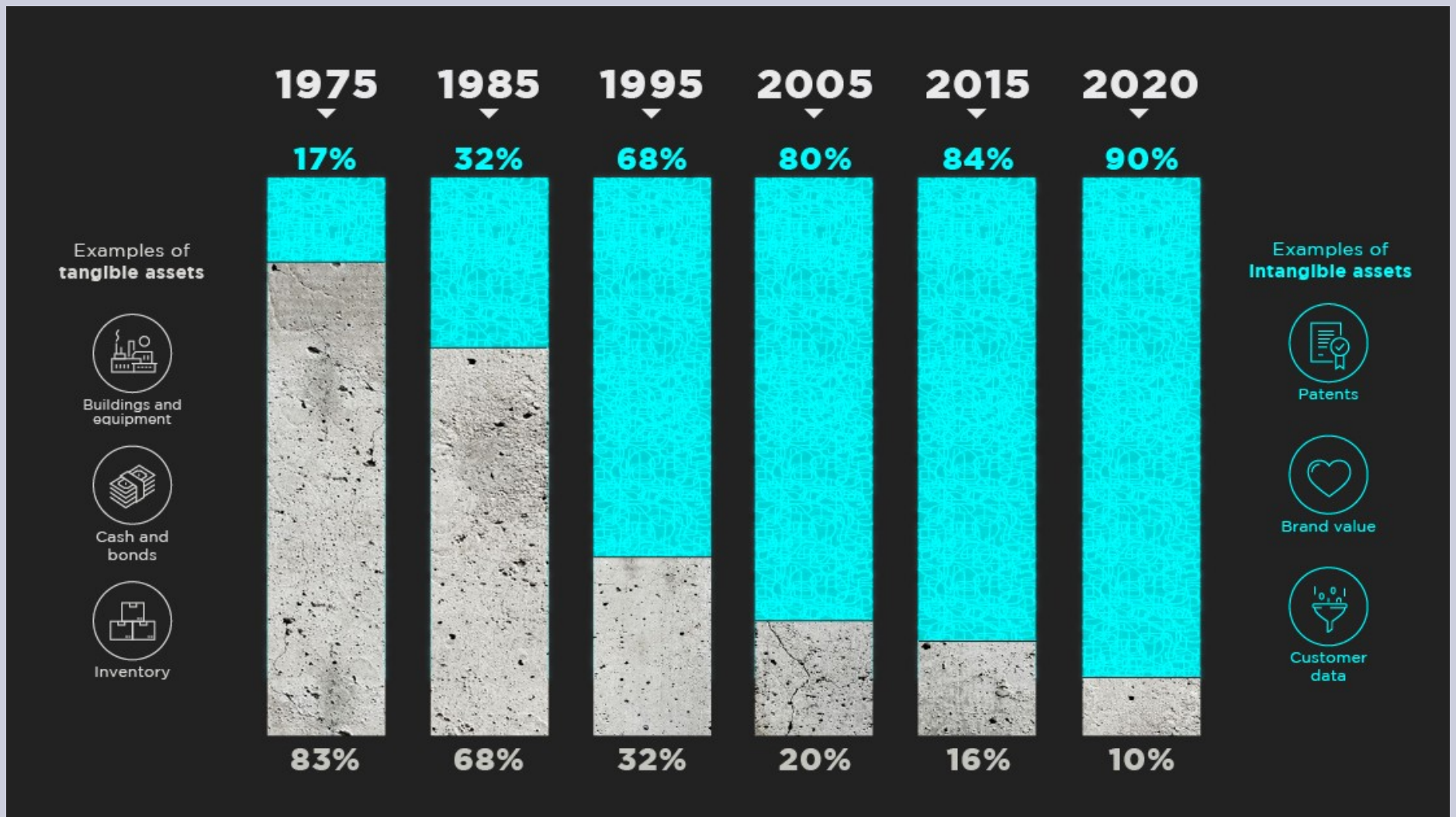


We need a blue print for the ‘overstretched’ CEO

Stay tuned as the IRG launches the Impact
Study in Jan 2024.

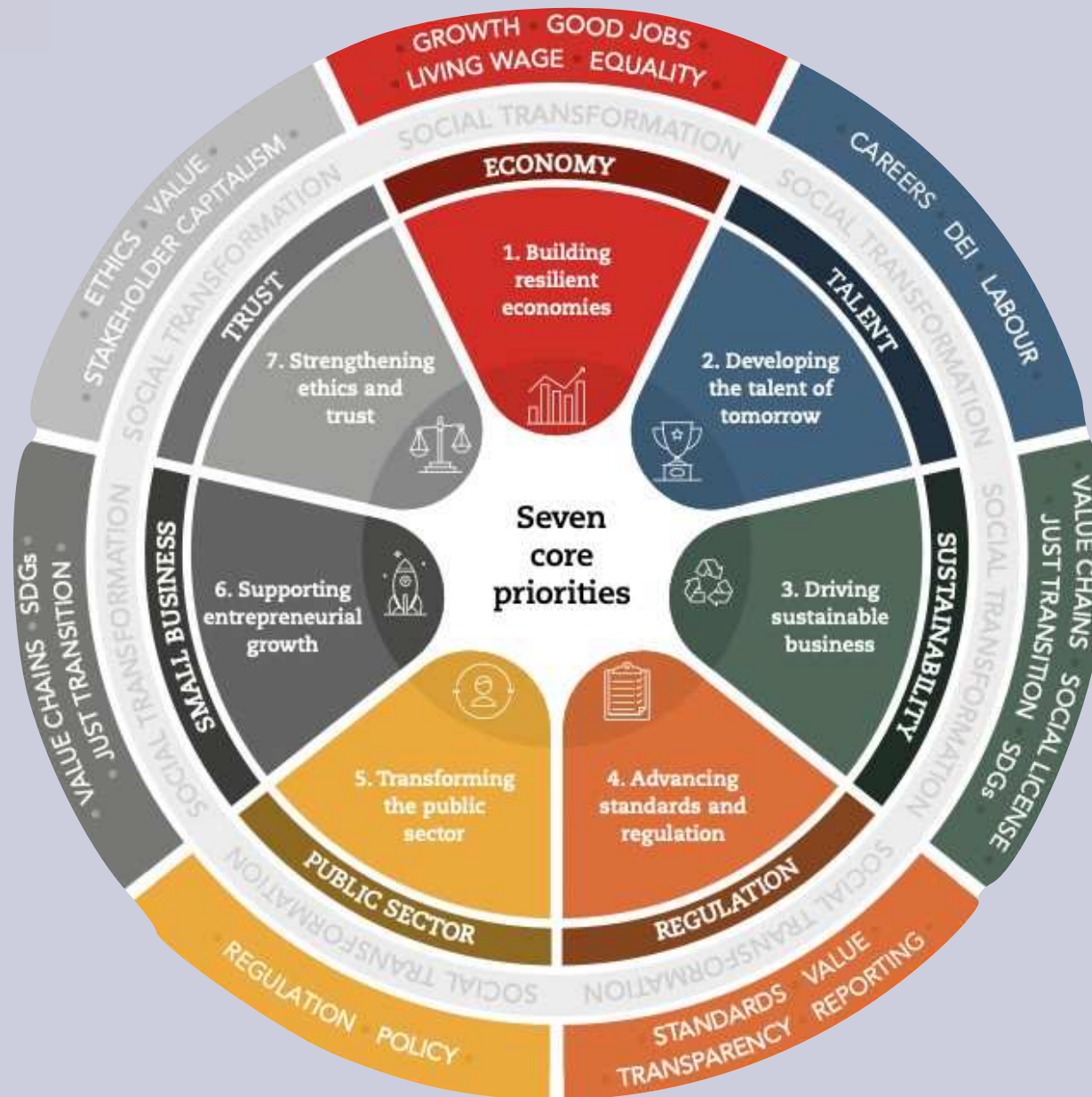
Will board directors widen their definition of success to include societal impact of operations?







WARC TOOLKIT, 2022



ACCA 022

46% of marketers

place equal importance
on the environment
and financial growth

WARC TOOLKIT, 2022

The power of stakeholder centered design

WARC TOOLKIT, 2022



46% of marketers

place equal importance
on the environment
and financial growth

WARC TOOLKIT, 2022



How does your organization defines growth?

**Are your
organization's
incentive plans
aligned with the
stakeholder value
creation strategy.**

IRG's Impact Study

500 vision interviews
with C-Suite & thought leaders
1000 survey respondents
110.000 AI Hypertrend Analysis
52 countries

Launching January 2024

IRG's Impact Study

Driving humanized growth and
stakeholder impact as a

CEO

CMO

CHRO

CFO

CCO

Launching January 2024

**Does your company
drive systemic
change to deliver
sustained
stakeholder value?**

**Does your
company feels
limited by the fear
of being accused of
wokeness or
greenwashing?**

Who is your #1 stakeholder?

Hieronder klad

Hieronder klad

**Does your
company purpose
guides all strategic
decision-making?**

**How do you rate
your company
on partnering to
drive collective
change
initiatives?**

**In my company, the
fear of being
accused of
wokeness or
greenwashing
limits our activities**

**My company is
driving systemic
change to deliver
sustained
stakeholder value.**

47% of CEO's
say CMOs most critical
role is to grow the
business

(SPENCER STUART, 2021)



Economist

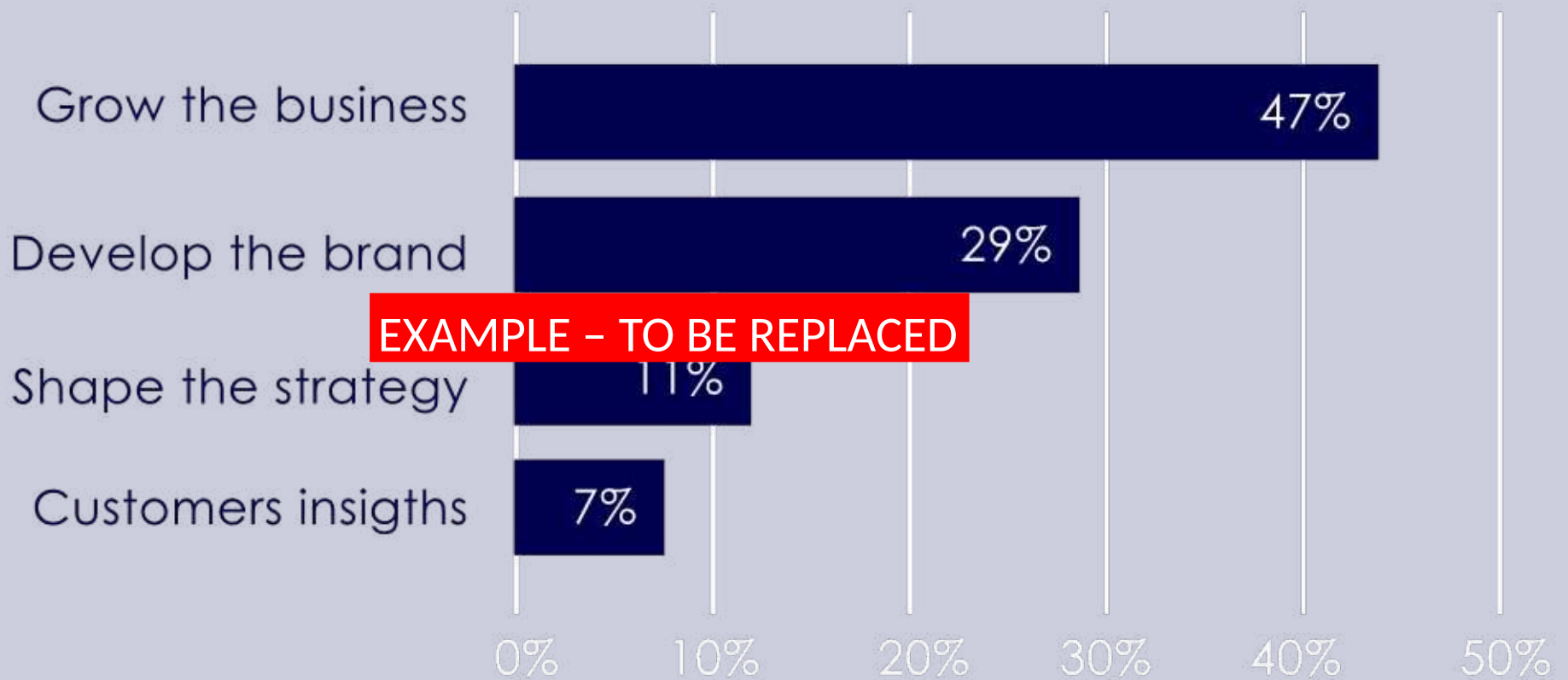
We need blueprint

47% of CEO's
say CMOs most critical
role is to grow the
business

(SPENCER STUART, 2021)



The most critical role of the CMO



(SPENCER STUART, 2021)