

A Practical Guide To Gain Support and Trust



How to Migrate

From:

Peripheral
& Annoying

To:

Core to your
Organisation
& Key to your
Ongoing Success



How to Make Fundamental to Your Organization

- 1 Integrate into C-suite
- 2 Set strategy with goals, measures and accountability
- 3 Develop the strategy in harmony with organisational culture and values
- 4 Rationale is based on broad business case:
 - a. Efficiency
 - b. Cost Savings
 - c. Building Brand and Reputation
 - d. Risk Management
 - e. People Retention and Hiring
- 5 Just start: don't wait for perfection
- 6 Have thick skin: criticism is not the enemy
- 7 Be proactive: anticipatory issues management



Best Practices for Stakeholder Engagement

- ✓ Open your doors
- ✓ Collaborate with your critics
- ✓ Listen and care
- ✓ Try and test
- ✓ Be humble: acknowledge progress and lack of progress
- ✓ Be comfortable with feedback and even criticism

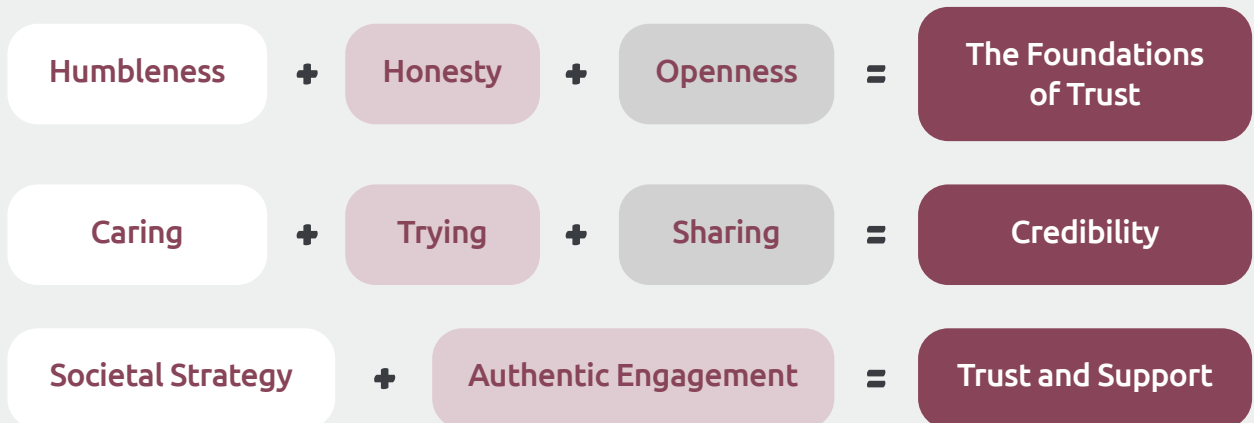


Seven Deadly Sins

- 1 Waiting for a crisis. Instead, practice Anticipatory Issues Management
- 2 Treating societal issues as peripheral
- 3 Doing it yourself; going alone
- 4 Seeing the solutions as too costly
- 5 Considering the critics as crazy
- 6 Thinking short-term
- 7 "Telling Your Story" – Don't tell, but SHARE



Three Equations for Communication & Stakeholder Engagement Success



How to Get Credit

- ✓ Develop and leverage external experts:
 - Create "Butterfly Effect" through smart third-party partnerships (i.e. NGO's; academics)
 - Develop external experts to share your progress
- ✓ Share your story: modestly, openly, including the good and not so good
- ✗ Don't develop bland statements
- ✗ Don't let lawyering take away authenticity
- ✗ Don't look at this as opening Pandora's Box