

# Stakeholder Engagement

Our unparalleled stakeholder engagement expertise builds networks that yield intelligence capable of improving your strategy, increasing your competitiveness and letting you drive greater impact and change.

## Why is engagement important?

Well-planned and consistently executed engagement is crucial to the success of your business. It helps you:

- Identify and rank the most important sustainability issues for your business.
- Capture opportunities and manage risks relating to key issues.
- Improve your business strategy and performance.
- Encourage your business to be responsive and strengthen stakeholder relationships.
- Build trust and credibility and improve reputation.
- Refine sustainability communications, reporting and disclosure.
- Lay foundations for wider partnerships and collaborations.

## What are the benefits?

With our support, you will be able to create an engagement strategy that:

- Sharpens agendas and clarifies interconnections and differences among stakeholders.
- Increases mutual understanding and trust.
- Protects and improves your company's reputation.
- Captures the value of engagement by assessing business outcomes.
- Positions you to develop new business models and cost-effective, scalable solutions.

Our 2018 research *Common Threads* provides guidance to help companies better engage external stakeholders in order to drive impact on material issues and strengthen business strategies. Find out more at: [sustainability.com/common-threads](https://sustainability.com/common-threads)



## Our approach and scope of services

We can support you wherever you are on your engagement journey. We follow an iterative and collaborative process, customizing our approach to your needs and brand. Elements include:

### 1. Assess your current business state

We gather stakeholder insights on your company and its peers to inform the development of your strategy.

### 2. Map out your key stakeholders

We identify and assess your stakeholders so we can prioritize approaches for each.

### 3. Define intent

Internal workshops help us establish engagement objectives as well as issue- or business-specific goals.

### 4. Develop a strategy

Producing a stakeholder engagement strategy and framework with intended outcomes helps you achieve your objectives.

### 5. Implementation

You'll get the support you need to execute your strategy through our:

- Engagement and agenda design.
- Simple and straightforward communication — in person or online, globally or locally.
- Support of partnerships and collaborations every step of the way.
- Active role in your stakeholder advisory committees.

It really all comes down to what your business needs. Outputs may include:

- A categorized stakeholder database.
- Visual maps of all your stakeholders.
- Frameworks to guide the execution of your strategy.

## Our experience

### Making the future the cause of our present.

We inspire and enable businesses like yours to lead the transition to a more sustainable economy.

Since 1987, we have worked tirelessly to catalyze innovation and provide solutions to make businesses and markets more sustainable. We are at the forefront of the sustainability agenda.

Our knowledge is extensive — we know what works and what doesn't for hundreds of other organizations. We are uniquely positioned to advise clients on how to collaborate in ways that give your business the greatest potential to deliver change on a huge scale.

### Some of our stakeholder engagement clients...



## Are you ready?

Having real conversations with the right people will help you find systemic solutions suited to your business.

## Get in touch

### Learn more about how we can help you

- ▶ [sustainability.com](https://sustainability.com)
- ▶ [info@sustainability.com](mailto:info@sustainability.com)