

A Management Solution to the Changing Corporate Governance Landscape.

BOARDS AND SENIOR MANAGEMENT ARE FACING A NEW GOVERNANCE PRESSURE.

■ Organisations must look at how they can better understand and respond to the needs of all their stakeholders and how they can improve their governance and culture.

■ Institutional investors are focusing more closely on environmental, social and governance issues when making and monitoring investments and, subsequently, exerting greater pressure on companies to perform and report their progress and provide more evidence behind their assertions.

■ Government is moving towards providing a framework which encourages organisations to adopt best practice in terms of their approach to multiple areas of governance.

■ Some organisations are ahead of the curve in terms of demonstrating leadership in this area.

For those who are still considering how best to approach this management responsibility, our Advisory and Measurement services are underpinned by our views on best practice:

1. Improving governance, stakeholder engagement, culture, corporate behaviour – which, for simplicity, we summarise as ‘Corporate Reputation’ – should not be viewed as simply risk management or compliance. It should be treated as a business asset and as a management tool which can have a positive impact on the bottom line. Numerous academic studies have concluded that an organisation with a strong reputation benefits from lower staff turnover, higher productivity and increased profitability.

2. Corporate Reputation needs to be overseen by the Board, who need to be sufficiently equipped and informed to ask the right questions and make the right challenges. To do this, they require information, insight and data which have been collated in a unified and tailored manner. This way, informed decisions can be made, challenges can be made, KPIs can be developed and targets can be set.

3. Corporate Reputation also needs to be championed by the chief executive and his executive team. Leadership is critical and must be driven from the top. Trying to get momentum from a bottom-up approach rarely works.

4. Reputation also needs to be integrated within an organisation’s business strategy – it needs to become an active part of the senior management and Board agenda. It should inform and be part of business planning and not something that is reviewed as part of a tick box exercise.

5. While Corporate Reputation requires leadership, it is the responsibility of each and every employee to act as an ambassador. Research has consistently shown that customer service and the way an organisation and its people behave - its culture - has a significant influence on its reputation, and ultimately its performance.

6. Organisations must be proactive. Too many organisations monitor issues and prepare for a crisis, rather than looking to actively avoid a reputation issue. Those who tend to invest more time and resources in this area are often those who have previously learnt the cost of not doing enough.

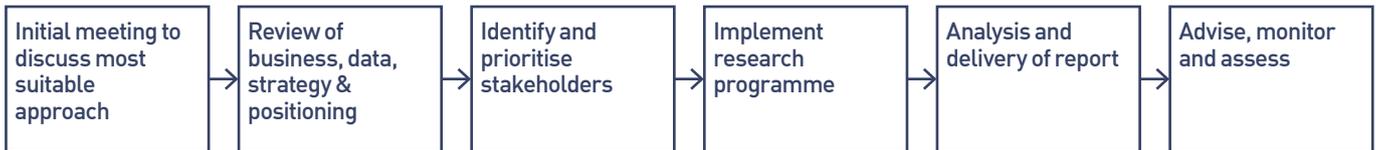
7. Regulators and institutional investors will be looking for clear evidence that organisations are tackling this area but will not be looking to impose a prescriptive approach to reporting, mindful that each organisation has its own set of issues, priorities and objectives. A tailored and individual solution will be required, appropriate for the particular dynamics and environments an organisation operates in and clearly explained within their corporate narrative and reporting.

OUR APPROACH

SIFA Strategy works with organisations to enable them to measure and embed stakeholder measurement and engagement programmes to assist decision-making, support corporate governance and inform reporting responsibilities.

Underpinned by bespoke research and insight programmes, organisations can obtain intelligent insight and recommendations providing detail on how they are perceived amongst stakeholders, areas of risk and strength, and how and in what areas they can improve their engagement, culture, and reputation.

HOW WE WORK WITH YOU



For advice and guidance on building and implementing a stakeholder research and insight programme, visit www.sifastrategy.com or contact the SIFA Strategy team.

OUR PRODUCTS

REPUTATION REPORT

- Integrated approach, unifying all stakeholders
 - Bespoke & in-depth research and insights programme
 - Analysis & presentation of quantitative and qualitative results and recommendations
 - 8-12 week timeline
- Input:** Stakeholder lists & management workshops

STAKEHOLDER SCORECARD⁺

- Tailored and bespoke scorecard measuring reputation and stakeholder support
 - Uniform insight across key stakeholders
 - Quantitative results and analysis only
 - 3-6 week timeline
- Input:** Stakeholder lists & management workshops

STAKEHOLDER SCORECARD

- Analysis of predetermined reputation drivers and criteria
 - Uniform insight across key stakeholders
 - Quantitative results and analysis only
 - 2-4 week timeline
- Input:** Stakeholder lists

ABOUT SIFA STRATEGY

We work with senior management teams to enable them to measure and embed stakeholder measurement and engagement programmes to assist decision-making and support corporate governance.

Underpinned by our bespoke research and insight programmes, we analyse the current level of support for an organisation across multiple stakeholders. By identifying potential areas of reputation risk and strength, we enable organisations to protect and enhance their stakeholder relationships and treat corporate behaviour, culture and reputation as strategic and measurable tangible assets.

With a 25-year track record of advising organisations, across different industries and geographies, we work with clients to enhance and manage strategic communications programmes, improve their corporate narrative across different stakeholders and develop best practice Corporate Affairs functions.

To learn more about our work please visit sifastrategy.com.

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