

# Everyone Counts For Your Growth



**Stakeholder Relations**<sup>®</sup>  
Everyone Counts

ESG & Stakeholder Capitalism era

Metrics from the WEF & Big 4  
CEOs pledging changes  
Rules from the EU, UK & China to net-zero  
Stakeholders connected

Time for a new governance

From:  
Shareholder's single angle  
Fiscal obligations focus  
Silos structure

To:  
Stakeholder's combined angle  
Fiscal + ESG commitments  
Multi-stakeholder structure

The 5A Stakeholder Governance:



System  
Mentoring  
Online Dashboard

**Adopt** a multi-stakeholder structure with a Chief Stakeholder Officer or a permanent committee with rotating leadership to  
**Anticipate** all risks & opportunities,  
**Analyze** a joint strategy,  
**Act** consistently, and  
**Advance** with your teams

Productivity  
Competitiveness  
Growth

Bonds the knowledge and experience  
Avoids risks, errors and rework  
Maximizes shared investments  
Reduces cost of capital  
Improves acquisitions and retaining  
Increases clients' loyalty and perception  
Builds a social capital

**Gui Athia & Ticiania Tucci:**  
Decades leading diverse stakeholders' relations for Fortune 500 companies.  
LATAM | Europe | MEA

**Contact:**  
7 Ambiorix Square. 1000 Brussels.  
+32 23544610. [info@stakeholderrelations.org](mailto:info@stakeholderrelations.org)  
[www.stakeholderrelations.org](http://www.stakeholderrelations.org)