

# 1. Ask Bigger Questions

Elevate the conversation beyond the conventional & transactional. Frame the challenge within a wider (better) societal context.

# 2. Co-Design the Process

Start small – use internal stakeholders and critical friends to help shape initial thinking. Introduce relevant, diverse stakeholders: corporate actors; politicians & policymakers; academia & experts; campaigners & civil society groups; media & commentariat. Combine experts with those with lived experience. Run a scoping session to develop early theses. Establish foundation principles – provides a framework to guide future actions within a co-designed process.

# 3. Convene an Influencer Community

Build an Influencer Community and network. Escape the usual echo chambers by introducing dissenting views – always in a constructive mindset. Avoid arbitrary stakeholder lists. Peer-to-peer development is essential for trust and relevance. Curate constant dialogue as the process develops – listen, learn & adapt. The programme is organic and advised & guided by the community – and accountable to it.

# 4. Capture Content

Use content strategically. Articulate new ideas & recommendations. Combine contributions from within and beyond the company – the influencer community all become active participants. Share content across community as part of on-going dialogue and advisory – a dynamic process.

# 5. Deliver Recommendations, New Policy Thinking & Actionable Programmes

Identify additional bullseye stakeholders and reach them on a peer-to-peer basis. Work alongside other agencies to help socialise new thinking with decision-makers and those that influence them: there can be no monopoly here. Catalyse and catapult new thinking – create pilot programmes, if appropriate: actions, not just words.

