

# CECP Accelerate Community 2019-2020

## Long-Termism: A Capital Market Imperative

### CONTEXT AND VALUE

Short-termism in capital markets has increasingly become a concern for both companies, the investor community and other key stakeholders. Although there have been widespread calls for investors and companies to pay more attention to the long-term, until recently there was no platform for companies to exchange long-term information with their long-term investors. CECP presents a solution to this structural gap in corporate shareholder communications. This Accelerate Community shows you how to connect the dots and strengthen your narrative for a holistic, future-focused view of your company ready for presentation to investors and other key stakeholders. Optimal for CSR and IR mid-senior level professionals.

### THE COMMUNITY: GOALS, ACTIVITIES, DELIVERABLES

#### GOAL

At the end of the year, participating companies should feel prepared to present their long-term business plans effectively to investors via one of several channels from investor days to annual shareholder meetings, industry conferences, virtual webinars, and CECP's CEO Investor Forums.

#### ACTIVITIES

- Attend 4 in-person meetings focused on the why, what, how, and value of presenting a long-term plan. Content is drawn from CECP's library of research informed by the experience and feedback of nearly 30 CEOs who have presented plus a group of investors representing US\$25-30T AUM. This includes white papers, academic and business articles, best practice examples, recorded presentations, evaluation rubric, and template.
- Hone the presentation of your long-term plans by building on existing company materials in line with CECP's guidance informed by companies and investors, and craft a summary sheet for your investor relations toolkit.
- Get precise feedback from participating companies, invited experts, and CECP's team on your draft presentation.
- Learn from the first-hand experience and advice of companies who've already presented.
- One optional telephone "office hour" between meetings to share progress and provide feedback.

#### DELIVERABLE

An effective presentation of your company's long-term business plans to be delivered by your CEO, and a 1-2 page summary of the long-term plan presentation for your investor relations toolkit.

# CECP Accelerate Community 2019-2020

## Long-Termism: A Capital Market Imperative

### COMMITMENT AND TIMELINE

#### COMMITMENT

- 2 of your designated mid- to senior-level executives – one from corporate citizenship/responsibility/sustainability and one from investor relations – attend community meetings
- Bring with you to each meeting existing long-term business plan/strategy, company reports, and internal/external/investor presentations and other pertinent communications.
- After each meeting, follow up with colleagues back at the office on questions/doubts/ideas that arose, and gather internal information needed to augment your presentation.

#### TIMELINE

- The accelerate community runs from autumn 2019 through summer 2020.
- One half-day, in-person meeting per quarter (location TBD).

---

### CONTACT

For more information, questions, and to join this group please contact Daniel Vitaletti, [dvitaletti@cecp.co](mailto:dvitaletti@cecp.co)