

# Planning for 2021 with Societal & Stakeholder Insights

*“By failing to prepare, you are preparing to fail.” – Benjamin Franklin*

## Introduction

As organizations move forward with their planning and strategy development, having a good understanding of the changing context is critical, especially in the current context of hyper-uncertainty and growing societal expectations on business. There is no question that 2021 will be a very different operating environment than previously seen. In order to navigate through these difficult times, strategic planning informed by sound insights is essential.

To help with this, GlobeScan has developed a targeted and timely offering for companies that is based on two foundations of research: 1) an examination of broad **societal trends** through consumer and sustainability expert surveying and 2) engagement with a subset of **influential stakeholders** to understand shifting expectations, priorities and perceptions of your organization.



## Objectives

The aim of GlobeScan's *Planning for 2021* offer is to help companies:

- | Understand changing expectations and priorities of stakeholders and the public
- | Inform issues management and reprioritization of key issues
- | Recalibrate positioning and more effectively manage post-Covid reputation
- | Improve communications by understanding message relevance and salience
- | Identify stakeholder engagement opportunities and partnerships for the post-Covid economy
- | Develop a more stakeholder-centric strategy

## Approach

### ***Societal Trend***

GlobeScan is conducting a wide-ranging and timely 26-country public opinion survey and expert stakeholder study in early June. Findings will be reported back in the context of two decades worth of global public opinion and expert tracking around societal trends and will:

- | Answer a great many questions about:
  - | shifts in expectations of business, governments and NGOs
  - | changes in public issues priorities
  - | current market dynamics and changes in consumer attitudes and behaviours
  - | material issues tracking by global experts
  - | shifting views of corporate leadership
- | Definitively assess what has changed and what has stayed the same, with comparative perspectives across all regions of the world and by a range of cohorts: the general public, informal opinion leaders, retail investors, employees, Gen Z, etc.

Through tracking on issues and attitudes, this mega trends analysis will provide invaluable contextual information as you plan for 2021.

### ***Customized Stakeholder Engagement***

To help respond to the specific planning needs you will have, we would conduct customized, qualitative interviews with 20-25 of your key stakeholders. These stakeholder conversations would give you precise insight into the shifting priorities of your most important stakeholders, to help understand how expectations may have changed and what this means for your strategy going forward. The methodology would be completely bespoke and developed with your organization's goals and inputs in mind.

GlobeScan will draw on its rich global expertise of designing and executing stakeholder interviews for our clients. We will work with you to:

- | Identify key and relevant stakeholders across important markets whose views can help shape your strategy
- | Develop a discussion guide to ensure effective interviews
- | Recruit, schedule and conduct the interviews, using senior GlobeScan staff across our regional offices (Toronto, London, Paris, San Francisco, São Paulo, Cape Town, Mumbai and Hong Kong)
- | Draw strategic insights from the consultations that can feed into your planning process

## Deliverables

- | Trends Report on societal views, contrasted by region and across a range of consumer cohorts
- | Full report on Stakeholder Interviews, with Executive Summary and Planning Implications
- | Two Briefings or Workshops to integrate the insights into the Planning Process

## Investment & Timeline



We are aiming to conduct this research quickly and cost effectively, looking at a costing of between \$30,000 to \$40,000 based on the number of interviews we conduct. The final approach can be tailored to fit into budget availability.