

Unlocking Success: The Power of Strategic Stakeholder Engagement

A webinar by the Oxford-GlobeScan
Global Corporate Affairs Initiative

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Your Host Today



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Our Panellists today



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We are recording this webinar and will make the recording and slide deck available after the event

Agenda

1. Insights from our research

- Crisis of Trust
- Return to the fundamentals such as stakeholder engagement

2. Panel discussion

3. Q&A session

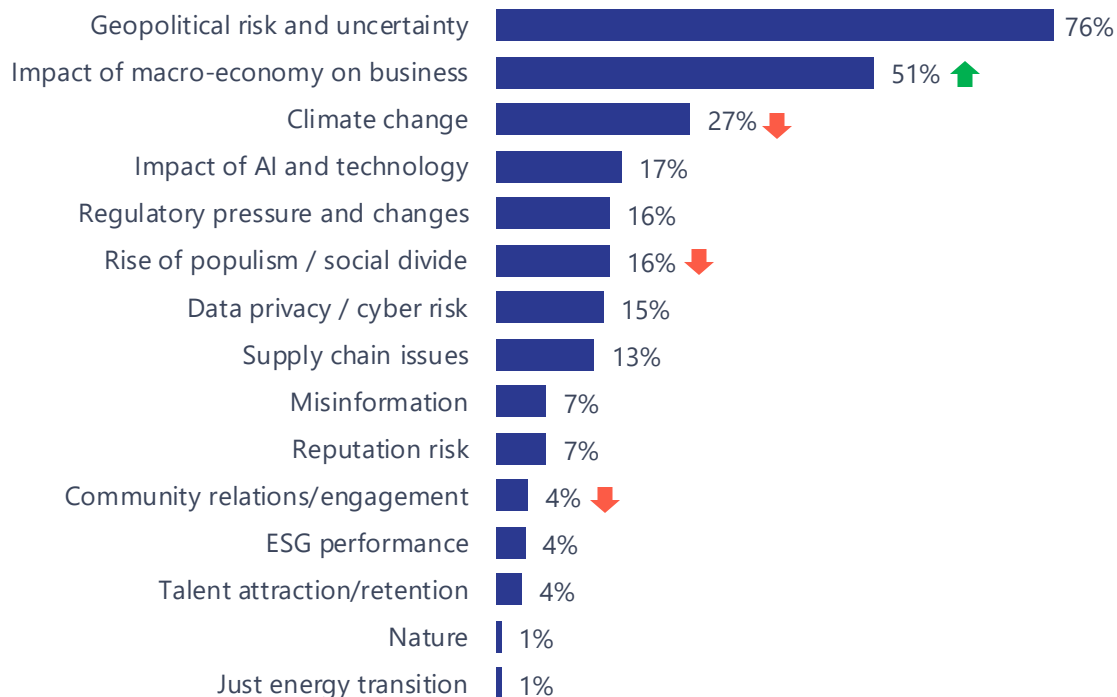
- We will share the video and presentation deck post the webinar
- Post your comments and questions in the Q&A function

Today's Crisis of Trust

Corporate Affairs professionals see geopolitical risk and uncertainty, the impact of macro-economy issues, and climate change as the biggest short-term risks to global businesses

Short-term Risks to Global Business

Open-ended, Total mentions, 2025

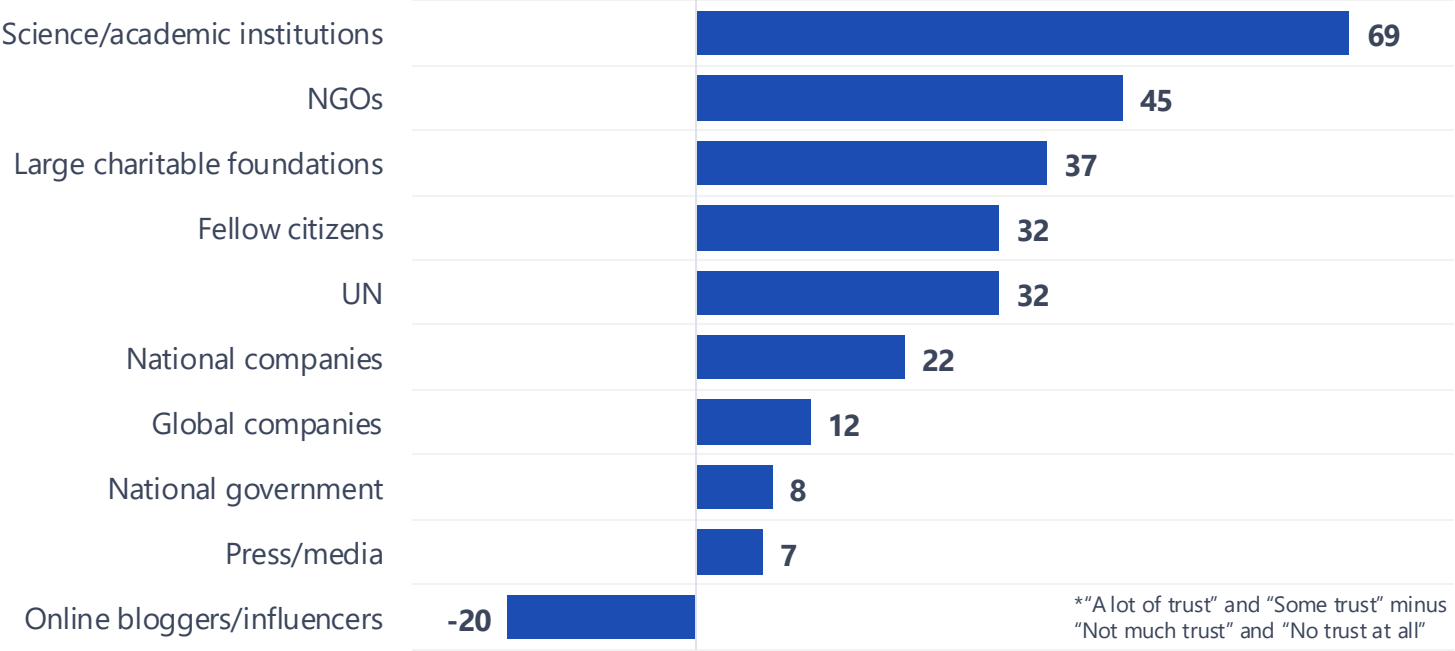


Arrows represent a significant (10-point) difference compared to 2024

Global companies are less trusted by the global public than most other institutions

Trust in Institutions

Net Trust,* Average of 31 Countries, 2024

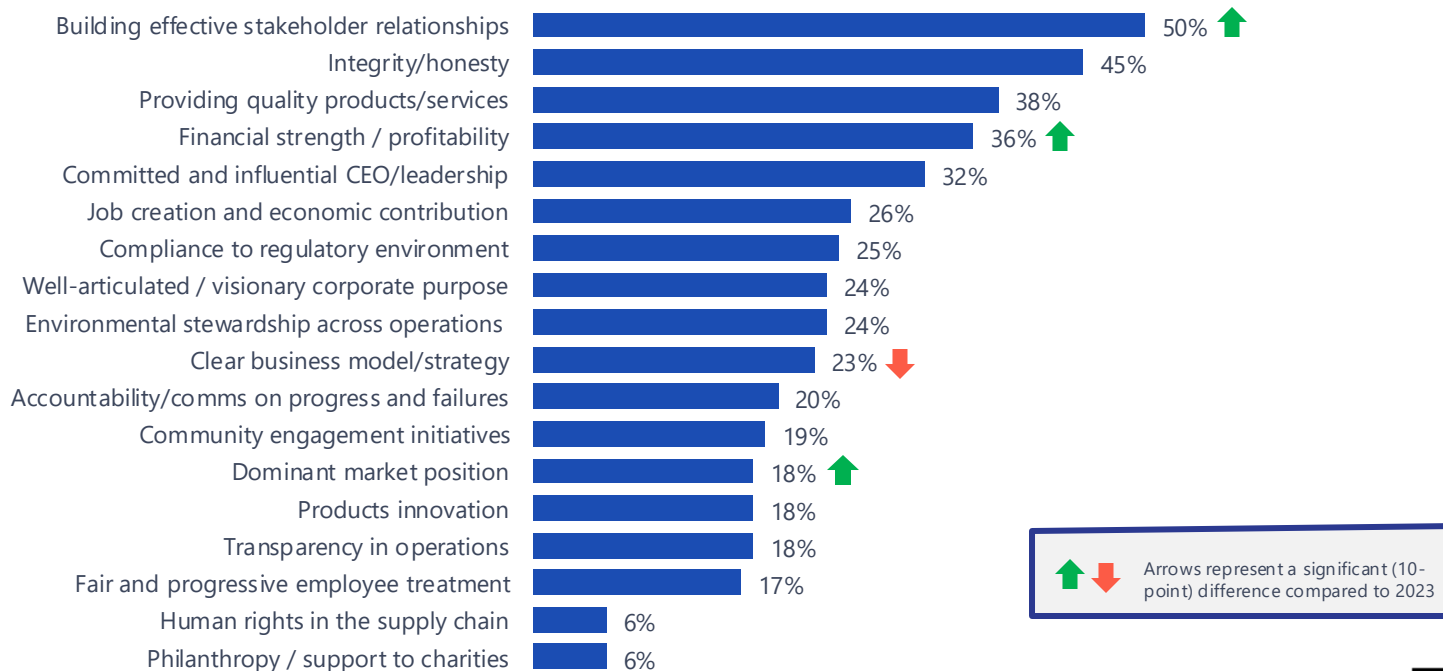


*"A lot of trust" and "Some trust" minus "Not much trust" and "No trust at all"

Corporate Affairs professionals believe that building effective stakeholder relationships is the strongest driver of trust, followed closely by integrity and honesty

Drivers of Trust in Business

Drivers of Trust in Company, Total Mentions, 2025

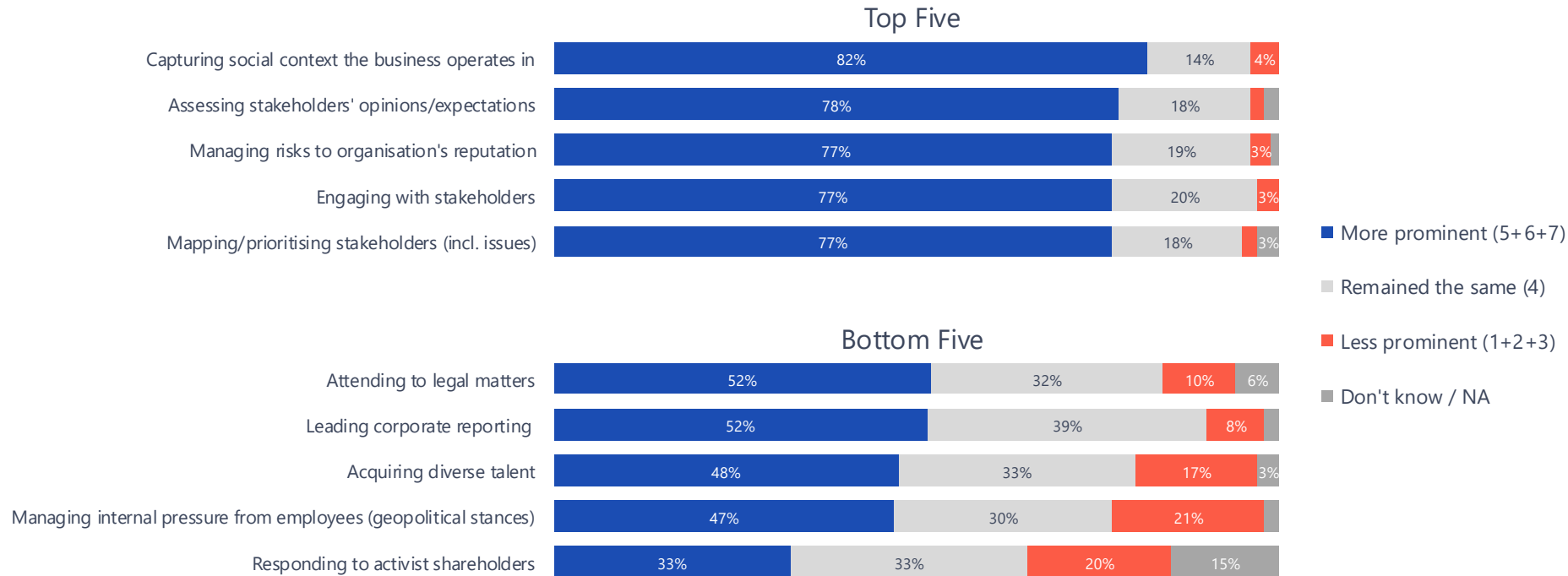


A Return to Fundamentals

Capturing the social context of the business, stakeholder engagement, and managing reputation risks are the fastest-growing responsibilities within Corporate Affairs

Evolution of Roles in the Corporate Affairs Function

7-point Scale, Top and Bottom Five, 2025



Corporate Affairs professionals see the function protecting business value successfully via reputation and risk management, stakeholder engagement, and strategic communication

How the Corporate Affairs Function Effectively Creates Business Value

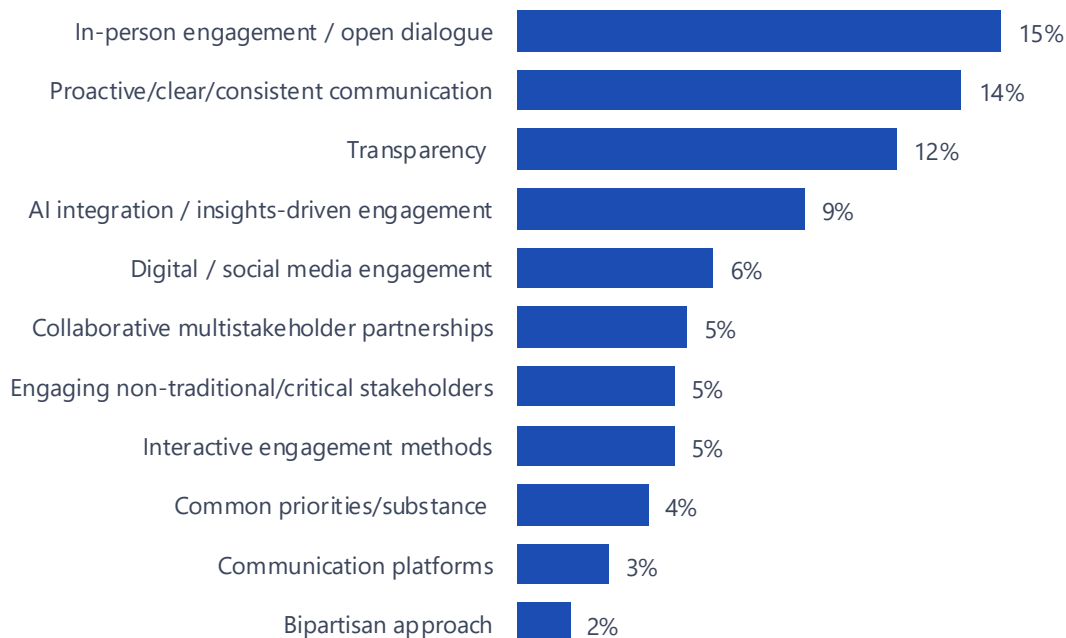
Top Ten most mentioned, Open-ended, Coded Themes, 2025



In-person and open engagement and clear, proactive, and consistent communication are the main innovative methods used to build and maintain trust with key stakeholders

Innovative Methods to Build or Maintain Trust with Key Stakeholders

Ways to Build or Maintain of Trust with Key Stakeholder, Total Mentions, 2025



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Thank you for your
participation

