

Geopolitical Advocacy Worksheet:

Should I Speak Out?

1.

Which stakeholder(s) does this geopolitical issue affect? Select all that apply.

- Customers Investors Others:
 Employees Partners
 Regulators Activists

Complete the following questions for each stakeholder.



2.

What values does the stakeholder hold regarding the geopolitical issue? Does the stakeholder wish to see any outcomes from our organization? List them:

- _____

- Do stakeholder preferences vary by region?
- Does the stakeholder's values or outcomes overlap with a social or political stance?
- Has this stakeholder voiced concerns already?



3.

Does our organization share any **common values** with the stakeholder? Does our organization support the stakeholder's **preferred outcomes**?

- Yes No

4.

Does our organization have a **track record of specific actions** (internally or externally) that is consistent with its shared values with the stakeholder?

- Yes No

5.

Does our organization have **specific actions** it can take / will take that are:

- Impactful to the geopolitical issue?
- Consistent with the shared organization-stakeholder values?
- Able to satisfy the outcomes desired by the stakeholder?

- Yes No

If YES to ALL:

Your organization has a story to tell that is impactful to the geopolitical conflict and your affected stakeholder. Communicators should engage in corporate advocacy.

If NO to 1 or 2 questions:

Assess the areas where your organization is falling short or disagrees with the affected stakeholder. Those are areas of potential risk to engaging in corporate advocacy that communicators should prepare for.

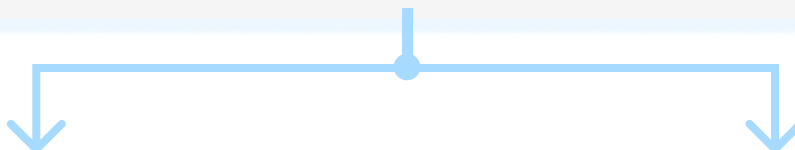
If NO to ALL:

Don't speak out. The risk of backlash from the stakeholder is greater than the reward.

After completing for each stakeholder group:

Can engaging in geopolitical advocacy alienate or threaten your standing among other stakeholders?

Yes No



IF YES

There's a risk that your advocacy will spark backlash.

IF NO

Speak Out. Your stakeholders are aligned on this issue.

Other questions to consider:

- Is this the first time you are speaking out?
- Will speaking out now land with your stakeholders? Are you too late to the conversation?
- Are you backing up your advocacy with specific actions? Advocacy without actions creates risk of backlash.