

You're growing fast?

Time to think about your ESG plans and leverage the tailwinds ESG can create.

What used to be an option is fast becoming a necessity, both to your bottom line and to your top-line growth. More and more businesses are integrating ESG strategies to curtail related risks, establish stakeholder trust and to grow sustainably. In a relatively short period of time, ESG has evolved from a potential concern into an overarching framework that has become a critical pillar of a companies' operations.

Topics like ESG used to be something to deal with down the road. Or it became a necessity immediately after a company IPO'd (what ever happened to the 5-year honeymoon period?)

Now it is something to work on while you are still a private company, because as it turns out, those investors of yours have fiduciary responsibilities for ALL of their investments, including your company.

Based on these investments, you will want to maximize the impact of your ESG efforts by driving and controlling the narrative with all your stakeholders! So, what to do. We say focus on your company and let us focus on your ESG topics for you. Think of us as your outsourced Chief Sustainability Officer.



Below are 5 vantage points to consider when maximizing the positive effects of strategic ESG integration.



1. Earn respect and gain credibility

All stakeholders – governments, consumers, NGOs, and more – are pressuring businesses to divulge more about their supply chains; the cost of failing to do so can be high. Having a transparent view on supply chain ESG data is a smart first step to earning respect from all stakeholders.



2. Open a new avenue to innovation

It's not easy to find innovation in today's competitive landscape. But with up-to-date ESG data and compliance, your business can capture new opportunities. You can create ESG solutions your competitors have not thought to offer, solutions business partners can leverage, and/or simply, solutions that solve for your customers' ESG challenges.



3. Build your brand, raise awareness

Communicating your ESG mission, values and accomplishments elevates brand perception and increases visibility. Subsequently, ESG is an avenue to engage with and retain future potential shareholders should you go public.



4. Support retention and sourcing in a tight talent market

Putting ESG front and center in your statement of values is becoming critical to attracting talent, particularly young talent, in today's hiring crunch. A sustainability-forward culture is increasingly a necessity for a desirable employer.



5. Gain greater access to markets and capital

Innovating to mitigate ESG risk and leverage ESG opportunities is a signal to the market that your firm can provide a competitive advantage – it's one more tick on the invisible checklist that offers you greater access to places, spaces, and funding.

We know you are working hard to establish your company in the market. Get on the path to profitability. Deal with the need for growth, while also dealing with cashflow.

We think you need an ESG strategy!

OPTIMIZE YOUR ESG STRATEGY

Whether you are just getting started or well into your ESG efforts, Broadridge can help you determine milestones and deliverables, provide the roadmap you need to advance your ESG capabilities, and help you communicate your leadership to peers, consumers, and talent.

[Our ESG Consulting Services](#), can get you to a scalable, proven approach to optimizing your ESG strategies. Lean on us for your ESG roadmap.

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