

Stakeholder engagement capabilities

Prepared for Foodstuffs

03 June 2021

Intellectual Property of Anthem

Introduction to Anthem

Anthem's purpose is to help our clients find their most powerful voice by forging meaningful connections and shared purpose with their communities of interest. We are a fully integrated marketing and communications agency and offer a comprehensive suite of communications services that address an organisation's interaction and relationship with its audiences at all levels. Our business model is end-to-end and is categorised by Advisory services (insights, strategy, collaboration and partnering) and Agency (create, amplify, execute, measure).

We consider the strategic implications of the environment and eco-system in which our clients operate, including any reputational issues as well as opportunities for brand building through topical thought leadership and creative campaigns. This leads to joined up thinking all underpinned by exemplary client service from a team tailored to suit our clients' needs.

Anthem is led by senior professionals with decades of experience across a wide variety of sectors. Anthem's co-founders, Carolyn Kerr and Jane Sweeney, have worked together for over 15 years and started Anthem in 2014 based on their shared commitment to stellar client service and insight-led, outcome-driven communications.

We focus on helping our clients solve business problems and see ourselves as an extension of our clients' teams, and the values that drive us are:

- Care deeply
- Do it better
- Be the difference.

Stakeholder engagement process

Effective and efficient stakeholder engagement is a key element to the success of any organisation. Every day, organisations communicate with a wide range of internal and external stakeholders in every aspect of their business. However, when analysing stakeholder engagement approaches, it becomes evident that efforts to engage with stakeholders often occur in an ad-hoc and rather visceral manner.

Anthem's proven stakeholder engagement approach follows a five-step process:

Step 1: Identify

Working with our clients, we identify who your stakeholders are, and what your goals are for engaging with them. These stakeholders may be individuals, groups or whole organisations. The more widely we spread the net at this stage, the more robust our stakeholder and engagement plans will be. We also consider how we need to influence each stakeholder to achieve the results required.



Step 2: Analyse

The more we understand about each stakeholder, the more effectively we can engage and influence them. Because there will be limitations in terms of time and resources, we often prioritise interactions and allocate resources accordingly. We take the right time needed to understand the best approach to support the engagement process, and what skills and approaches can be brought to bear.

Step 3: Plan

The third step is to draw up a plan for engaging and communicating with each identified stakeholder. This involves setting out the messages, the approaches to take, who tackles each assignment and when, and how we'll gauge and handle the feedback.

Step 4: Act

This is where we engage your stakeholders and seek to harness their insights and influence their attitudes. Where we encounter resistance, we always aim to handle this positively to resolve issues amicably where possible. Having powerful insights can help us to assess and handle resistance.

Step 5: Review

The review cycle is critical to the success of any stakeholder engagement campaign. Constantly monitor the outcomes of our communication with stakeholders and reassessing plans where necessary. We will periodically step back and look at the big picture, reviewing which new stakeholders are appearing on the landscape and how we need to engage with them.

Our stakeholder engagement experience

Anthem's business model is to provide strategic advice, based on insights and thorough interrogation matched with best in class execution across all channels. At the core of our full-service offering is the relentless determination to understand the business problem, then to use our skills in strategic communications to solve it.

Anthem has longstanding experience in stakeholder engagement programmes of work, having devised, conducted and delivered multiple stakeholder strategies for clients across a wide range of industries, including the banking and finance, technology, travel, tourism and property/infrastructure.

We build multi-layered stakeholder engagement strategies based on examining and understanding the perception of distinct stakeholder groups across a wide range of audiences from central and local government, community, iwi, business, customers, and industry.

