



## Five Stakeholder Imperatives

### Value-Adding View of Customer/Consumer Relationship

Enrich Lives of Customers, Their Worlds, and What They Affect

Create an Increasingly Better Life Than Competing Offers from Other Producers or Companies

Be Reliably There and Reliably Distinctive in the Face of Hazards and Opportunities

### Value-Adding View of Co-Creators Relationships

Structure Work for contributors to bring Value into the Lives of Others (gives meaning)

Develop Unique Potential of each individual in a Way That Complements the Working of a Team (more able every year, particularly CTS & PD)

Reveal and Develop the Worthiness of All People Through Fostering Their Creative Expression (developmental approach)

### Value-Adding View of Earth Relationship

Start with the Essence of Materials and Their Role and Working in Living Systems

Operate as a Conscious Member of Ecosystems

Improve the Productive Working Processes of Ecosystems

### Value-Adding View of Communities Relationships

Design Human Systems to Contribute to Uniqueness and Health in each Given Place

Inspire Visionary Leadership Capable of Finding Integrative Solutions Through Time

Elevate the Overarching Principles That a Society Chooses to Be Governed By in All of Its Pursuits

### Value-Adding View of Investors Relationships

Generate Durable Returns and Systemically Beneficial Effects

Progress the Industry's Capacity, Character, and Asset Value