



AN INTERACTIVE SESSION GUIDE

# Flipping the Paradigm

with Kari Niedfeldt-Thomas, managing director of corporate insights & engagement for CECP

Top takeaways from “What the data says about the future of social impact”

*Feel free to add your own notes.*

Adopting stakeholder theory requires a shift away from the frameworks that have been traditionally used to plan for and measure success.

Social issues overlap and intersect—so should efforts to address them.

## Stakeholder theory is a business necessity.

Stakeholder theory is the belief that businesses should create value for all stakeholders, not just those with financial stake in the company.

Many leaders are realizing that employees are their #1 stakeholders.

Corporate social responsibility work should focus on both internal and external outcomes.

# Apply stakeholder theory to your work

Who are your organization's stakeholders?

Identify the values and outcomes your stakeholders care most about.

Stakeholder

Values that Matter to Them

Outcomes They Want to See

Kari talks about shifting away from processes and practices that don't support stakeholder theory. Think about processes within your organization (e.g., decision making, setting priorities, measuring success, choosing timelines, etc.). Which processes support stakeholder theory and which ones don't?

**Existing Processes that Serve  
Stakeholder Theory**

**Existing Processes that Don't Serve  
Stakeholder Theory**

Brainstorm new practices or changes that would help you embrace stakeholder theory.