

Why Strategic Storytelling Must be a Part of your ESG Strategy

Businesses across industries are waking up to the importance of ESG work in their brand narrative. Successful ESG initiatives must be authentic, and they also must be communicated effectively. Uniting ESG with strategic storytelling helps keep your message agile and ensures that it's true to you.



1

Establish the Unique Elements of Your ESG Story.

Focus on what your organization is already doing well and be honest about where and how you hope to improve. Transparency is a better story than perfection.



2

Examine and Understand Your Audience Segments.

Stakeholders, prospective employees, current staff, customers and clients — all of these groups are listening to your ESG story. Tailor and distribute your messages accordingly.



83%

of consumers think companies should be actively shaping ESG practices.

3

Align Your Story and Your Strategy.

ESG is values-driven work, and that should be reflected in how and where you tell your story, as well as who gets to tell it. Remember that the work is the point — not the credit you get for it.



Organizations with the highest employee satisfaction had ESG scores

14%

higher than the global average.

4

Measure and Adjust to Amplify the Outcomes.

Always last and never least. Business leaders need to be sure they are accurately measuring the outcomes of ESG work, receiving honest feedback and adjusting their efforts accordingly to continue improving.



ESG strategies can affect operating profits by as much as

60%