



**December 13, 2016**

## **Double Down on Certainty**

Anti-corporate populism recently won the day in the U.S. and the U.K., and also seems to be broadening in parts of Continental Europe. After attending an IR conference in London and based on feedback from our own Senior Roundtable in Arizona, it is clear to me that this trend is creating uncertainty in the profession. I was also left with the overall impression that even the best political minds are uncertain about how these sentiments will ultimately affect both the business and political environments.

How can IR help in this atmosphere of ambiguity? Communicate clearly. Make our corporate voices heard in a cogent and compelling way. In short, practice IR excellence.

And for that we need each other. We need the certainty of our [NIRI community](#) to question each other and bounce ideas around, i.e. NIRI chapters, Senior Roundtable, eGroups, NIRI Fellows, and the NIRI Ethics Council. We need best practices offered through [NIRI information resources](#): *IR Weekly*, *IR Update*, Standards of Practice, and NIRI Analytics. We need [NIRI professional development](#) to stay on the leading professional edge: seminars, webinars, and the 2017 Annual Conference. We also need to make our voices heard in D.C. through [NIRI Advocacy](#).

We have a new way to demonstrate this IR excellence by becoming professionally credentialed through NIRI's new [Investor Relations Charter](#) (IRC™) program. Don't be left behind, register now to sit for the next exam before the early-bird deadline of January 4. You can learn what motivated nine of your peers to earn the IRC in this *IR Update* [article](#).

Finally, why not kick off 2017 by investing in yourself with our early January [suite of professional development opportunities](#) in Santa Monica?

Best regards,  
Matt

Matthew D. Bruschi, CAE  
Vice President, Communications and Practice Information  
National Investor Relations Institute

[mbrusch@niri.org](mailto:mbrusch@niri.org)

[@Matt\\_Brusch](#)

[LinkedIn.com/in/mattbrusch](https://www.linkedin.com/in/mattbrusch)