

# IR UPDATE WEEKLY

**March 13, 2018**

## **Thinking Long Term**

“Companies that are listed on public stock exchanges face a constant, daily demand from investors for information. In recent years, however, many large institutional investors have expressed a desire to gain a different perspective: the long-term view.”

So begins a [recent letter](#) from the CECP Strategic Investor Initiative. If you have not read it, please make time to do so. It will help you “See Around Corners,” as the theme of the [2018 NIRI Annual Conference](#) (on June 9-13) urges.

The late philanthropist and actor Paul Newman was among the founders of CECP in 1999 to help build a better world through business. CECP now includes more than 200 of the world’s largest companies, which together have \$15 trillion in assets under management and \$7 trillion in revenues. The CECP created the [Strategic Investor Initiative](#) to provide CEOs the opportunity to communicate their companies’ long-term plans to long-term investors.

SII, which holds CEO-investor forums, is co-led by Vanguard Chairman Bill McNabb and Alex Gorsky, chairman and CEO of Johnson & Johnson. As you’ll read in the letter, the SII outlined seven questions to frame the conversation. In his remarks at the latest SII forum on February 26, McNabb highlighted the value of long-termism. And he noted that unlike quarterly earnings calls, there is no established practice for what the content should be in a long-term plan. Future SII forums are planned for April 19 in San Francisco and September 18 in New York.

NIRI has, for many years, provided [Standards of Practice](#) on a range of IR-related areas, including the content of quarterly earnings releases. Perhaps it is time for the IR community to think about the long-term, as well.

All the best,  
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