

IR UPDATE WEEKLY

October 23, 2018

And Away We Go

Most readers of this column have sat through more than a few strategic planning sessions and even more presentations about the same subject. The mere term “strategic plan” is liable to set off a stampede for the door, or in this case, the delete button. But since you are part of the NIRI community, I hope you will be courageous and spare a few minutes to learn a bit about NIRI’s new strategic [plan](#).

Still there? Great!

For nearly 50 years, NIRI has worked to advance the professional practice of investor relations and enhance the credibility and prestige of practitioners. This foundation won’t change, but our world has, and as IR evolves, it is incumbent on our organization to adjust and adapt. That is especially true in times of transformation, such as the one now underway in IR.

Over the course of the past year, NIRI leaders engaged in conversations with chapter leaders and members, and scanned the environment to understand where things are and where they are going. The result is a new plan that will help NIRI serve the profession and members.

The new plan recognizes that NIRI must play a greater leadership role in championing and facilitating constructive capital markets engagement. This gives rise to a new Mission Statement: *“Through its collaborative community, NIRI advances engagement in the capital markets and drives best practices in corporate disclosures, governance, and informed investing.”*

The new plan sets out a long-term vision for the institute to achieve:

“NIRI has made considerable progress in representing the entire capital markets and informed investing global community. NIRI’s influential voice is sought after for important discussions on regulations impacting capital markets and the continued evolution of investor relations. Investor relations has continued to evolve through

NIRI's leadership resulting in greater transparency and confidence in capital markets. The association is valued as an indispensable source of information, education, and training on corporate governance, capital markets and informed investing. NIRI members share best practices to create an environment of collaboration, innovation, and continued growth. The IRC has grown in prestige and is preferred in the hiring of IR professionals. Members agree that NIRI is essential to advancing their career success."

The new strategy, true to our founding principles, is propelled by the idea that investor relations is not a solo activity. Rather, it is an interdisciplinary team effort led by an investor relations professional, and including other C-suite executives, boards, and investors, as well as the service providers who provide vital resources and support. The plan calls for NIRI to embrace and serve this "IR ecosystem." The plan also recognizes that investor relations is practiced in non-public companies as well, including private equity, REITs, and others.

Thanks for making it this far. If you are up to the task, I invite you to read the [plan](#). More importantly, I invite your help to help make the plan a reality over the coming years.

All the best,
Gary



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P.S. I encourage all NIRI Regular Members vote in NIRI's Board Election by **November 15**. Please click [here](#) to read the candidate bios and to cast your vote.