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# Building Stakeholder Confidence in the Future that Increases Value

*Overview of RBL's Approach*

# What customers value and investors have confidence in has shifted:

Hybrid Work

Managing Risk

Anticipating  
Change

Front line Leaders

Mental Health

COVID-19

Civil Unrest

Political Toxicity

Technology  
Evolution

Climate Change

Strategic  
Revitalization

Career Development

Creating the Right  
Culture

Personalizing Work

Global supply chain

Navigating Paradox

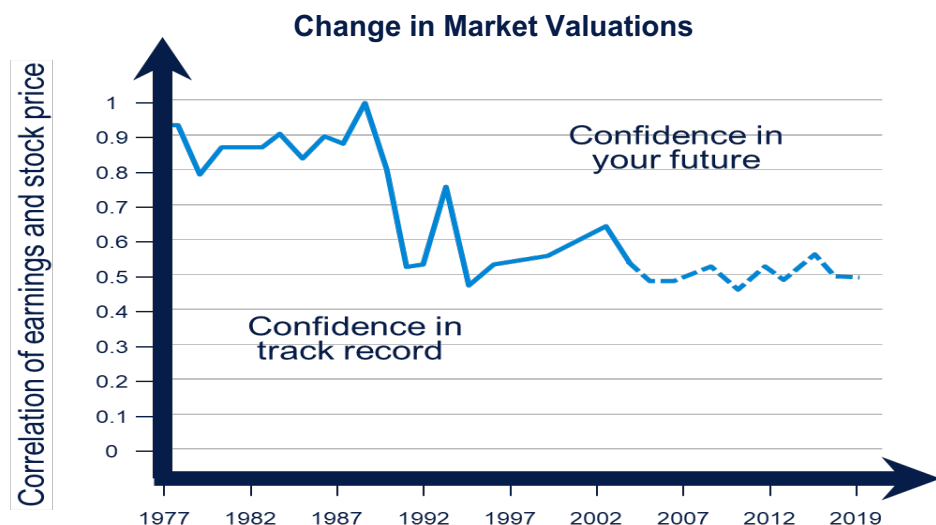
Managing  
Complexity and  
Uncertainty

Engagement and  
Retention

Diversity, Equity,  
Inclusion

# As you adapt your strategy to future needs, RBL can help you intentionally increase investor and customer confidence in the future

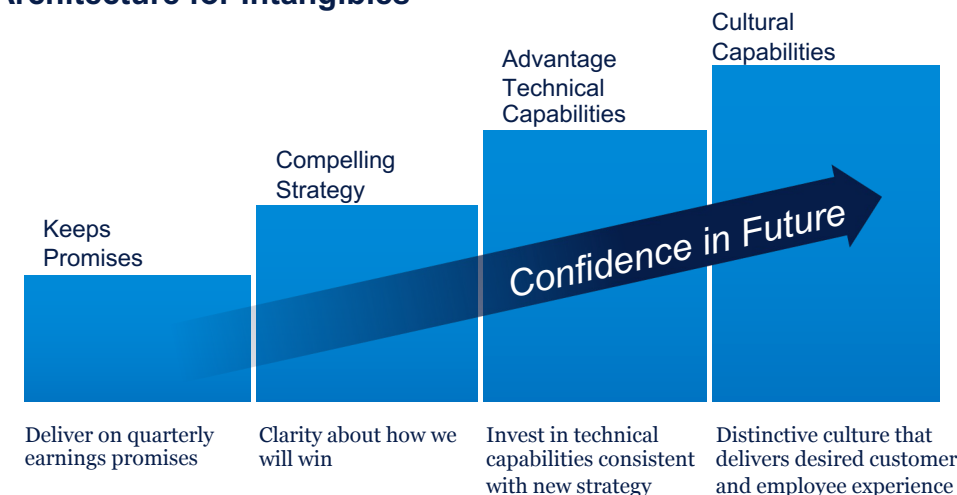
- 1 Across all industries, earnings account for about half of market value. The other half is intangible value which is defined as investor confidence in the future prospects of the organization.



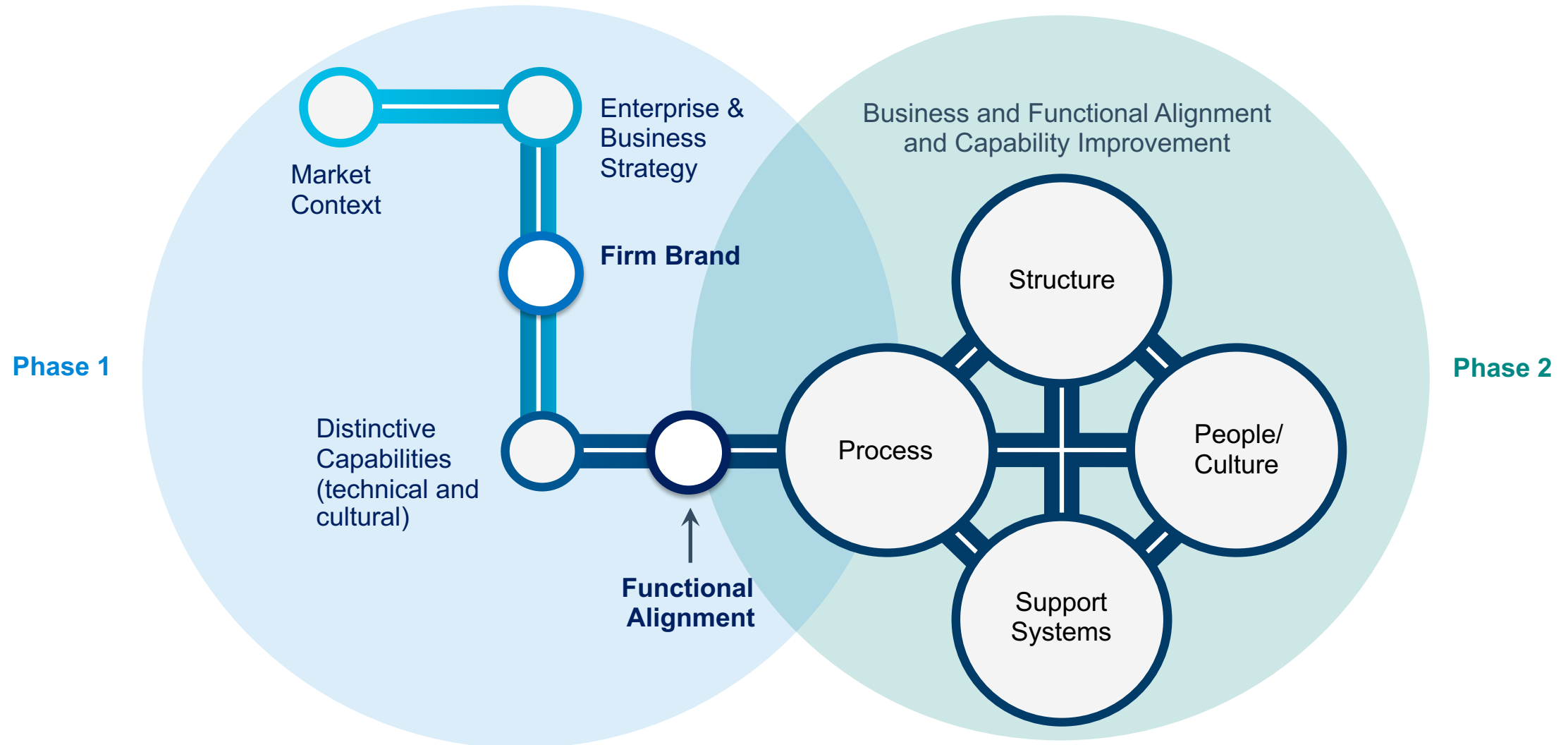
- 2 RBL's Architecture for Intangibles provides a roadmap for how to manage and increase investor and customer confidence.

Keeping promises, having a compelling strategy, and building technical and cultural capabilities builds confidence, increasing market value.

## Architecture for Intangibles

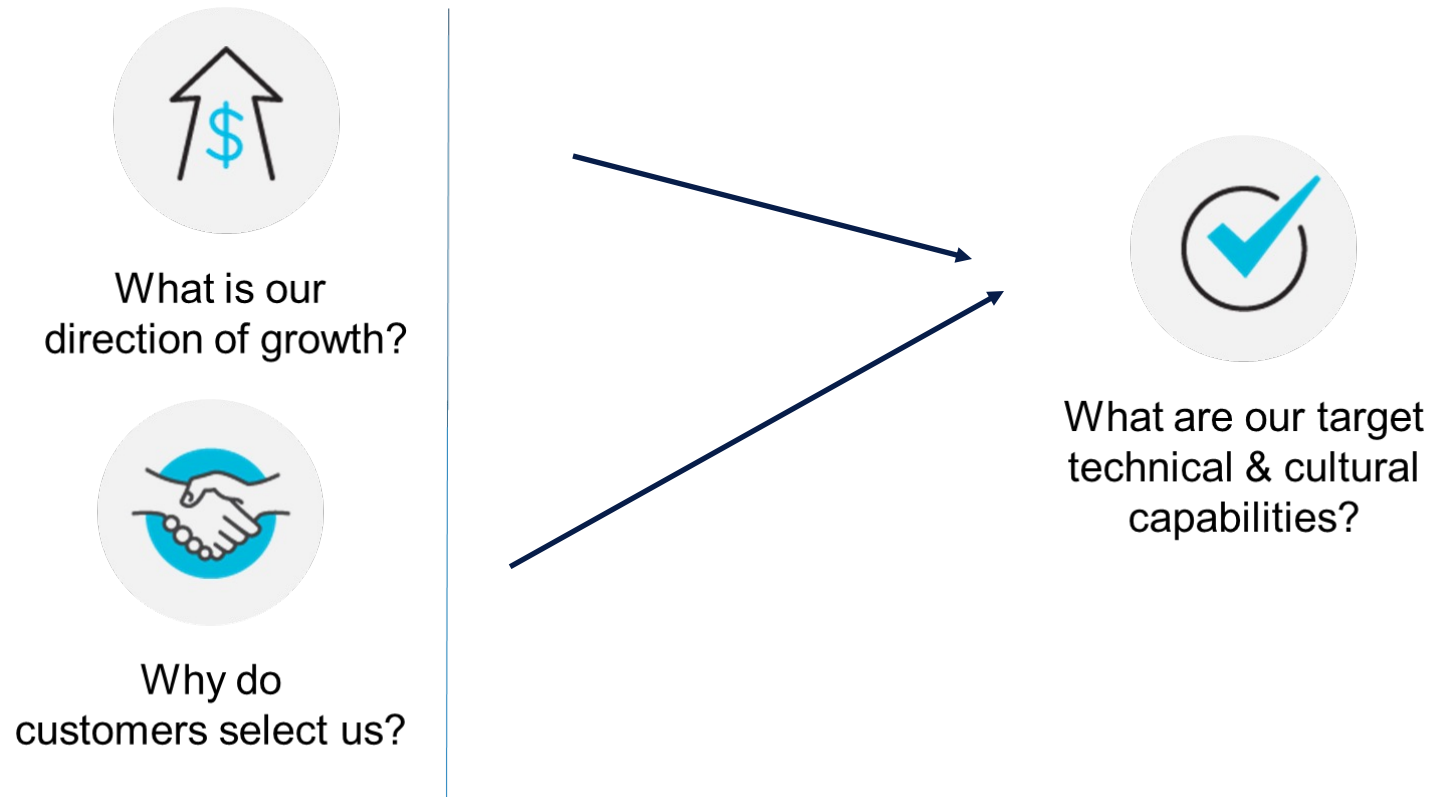


# RBL has a roadmap to build distinctive technical and cultural capabilities tied to strategy that will build investor confidence and increase firm value



# Step 1. Characterize business strategy and firm brand to define required capabilities

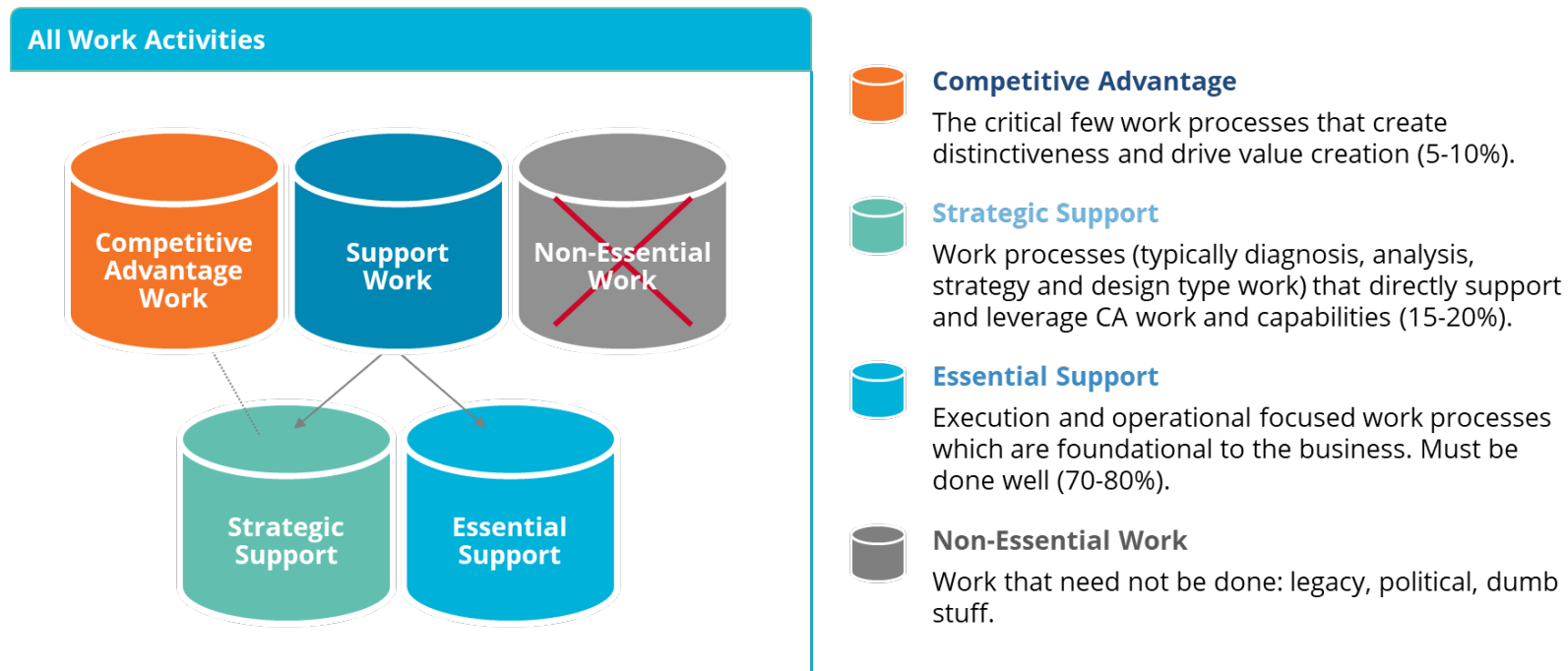
*Your strategy should guide how and where to focus to build the core technical and cultural capabilities to optimize investor, customer and employee confidence in the future.*



## Step 2. Understand and prioritize the most important work

*Identify and optimize the critical few work processes that create distinctiveness and help you win in the market*

### Work Inventory and Types of Work



## Step 3. Ensure leaders and employees are delivering the desired customer experience

*“Outside In” Firm Brand shapes how leaders build organization capability that directs engaged employees to deliver the desired customer experience. This clear alignment generates confidence in customers and investors.*



# Start increasing your market value now

## PROCESS

How organizations inspire confidence in the minds of their customers—and therefore investors—has shifted faster in the last four months than at any previous time in recorded economic history.

RBL can help evaluate your current performance, capabilities and intangibles and align your leadership team around **the enterprise-wide stakes in the ground around your business model, direction of growth required strategic capabilities, firm brand identity, customer value proposition, and leadership differentiators.**

## BENEFITS

Clients who work with RBL to diagnose how to increase their valuation benefit from:

- Clear understanding from the outside-in of what your firm does that creates value in the eyes of customers and investors
- Alignment on required capabilities, direction of growth, customer value proposition and firm brand identity to create that value
- Assessment of gaps in existing processes and capabilities required to deliver value
- An enhanced perspective on what leaders must do to deliver on customer and investor expectations.



# RBL helps clients achieve critical business outcomes

## Strategy and Organization

## Leadership

## Human Resources

 <p>“Outside in” alignment of customers / investors/ external stakeholders to business strategy</p>	<p>World-class reputation in eyes of customers and investors for quality of leadership</p>	<p>HR contributions are aligned and influence internal and external stakeholder results</p>
 <p>Resources aligned to optimize the business (vs function or geography)</p>	<p>Leaders at every level ensure a high-performing culture</p>	<p>HR builds targeted cultural capabilities that enable desired customer and employee experience</p>
 <p>Firm brand promise is delivered to customers by employees through a high-performing culture</p>	<p>Leaders and employees deliver the targeted customer experience</p>	<p>HR is trusted partner with the business</p>
 <p>Reputation for targeted technical and cultural capabilities that support how we want to delight customers</p>	<p>Employees, investors, and customers are attracted to us because of our leadership reputation to deliver the right results the right way</p>	<p>Trusted perspective on how people and organization challenges impact investors, customers, and employees</p>

Let's start a conversation about how to  
build confidence in the future with  
investors and customers.

Contact us at [rblmail@rbl.net](mailto:rblmail@rbl.net)