

## IR ABCs: (Part 1 of 2) - OUR view on #whatstrendingIR & an update on our team & our plans

May 2014

# BULLETIN

### One of the constants in life is change

(Part 1 #what'strending) on changes; what we believe is here to stay... until the next catalyst for change comes along.

**A**nnual Reports are becoming crisper, sharper and a meaningful reflection of the management team ethos. No longer compendiums or encyclopedias of a company's operations and progress. As continuous disclosure has trumped annual updates....annual reports are now opportunities to use voice to demonstrate key strategic drivers and values. Don't complicate it. Don't overspend. Aim high and spend less.

**B**randing will become increasingly important to the extractive industry as shareholders and investors react to companies creating mindshare and providing thought leadership in their niche. We will develop brand ownership by looking outside our industry for new models and new ideas.

**C**osts G&A cost reduction will continue to resonate with shareholders and BODs. Smart spending, better use of people and technology, and the ability to innovate and reduce spending with long-term efficiencies will continue to be attractive. Solutions that incorporate outsourced talent, multi-tasking, cloud technology and technical improvements, and leveraging of content will continue to grow in importance.

**D**isclosure will be enabled by Twitter, Slideshare and other online social media avenues. The creation and hosting of online conversations of all kinds will require a more diverse group of communicators inside extractive companies' management teams.

**E**ducation and more of it for employees at all levels. This, combined with renewed interest in executive coaching will increase value for both employers and employees. Trending: short, content packed workshops, visionary thought leadership events, free Ivy league University courses online, coaching mandates to raise awareness of blindspots.

**F**ocused IR Goal-oriented programs with specific deliverables, and a focus on global awareness campaigns will grow in importance. IR pros with experience across a range of jurisdictions will add significant value to management teams.

**G**overnance can be a competitive advantage. Corporate governance for junior and mid sized companies will become a differentiator as investors look at ESG risks as part of their due diligence. Companies will be perceived as advantaged when Board diversity, independence, rigor and innovation are seen as visible ...whether the company is micro cap or large cap.

**H**ostile bids continue to be activated even with shareholder rights plans in place as activism manifests itself across many sector groups. Investor relations can mitigate risks of hostile investors by encouraging clear and continuous communications with the investment community and the delivery of accurate, organized, and prompt information across all communications channels available.

**I**nvestment conferences are shifting from large, carnivalesque conferences to 1:1 meeting style to capitalize on direct contact with investors and issuers. Investment conferences are continuing to globalize with opportunities for issuers to meet investors in the country in which they operate.

**J**unior miners can become consolidators. Bye bye, blue sky and hello consolidation. There is market recognition for junior miners that can become consolidators and generate critical mass through acquiring either underfunded neighbours, distressed operations or create economies of scale through better costs or optionality. Access to capital remains open across the international markets at competitive rates.

**K**now your business Good decision-making relies on hard skills and soft skills and the ability to discern what is required for each new mandate. Investor relations mandates will require an increasing commitment to building skillsets across functions, and the ability to cooperate, negotiate and lead mandates to set goals.

**L**istings We expect international dual-listings to grow as companies diversify the markets and means in which they seek to access capital. Dual listings will become increasingly attractive for companies operating in areas where there is a vibrant domestic market, thereby facilitating local sponsorship and commitment.

Want to hear more? Our next set of alphagetties.... in the next Bulletin.

The Capital Lab : strategic investor relations and business development. [www.thecapitallab.com](http://www.thecapitallab.com).

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## Plan Canada and The Capital Lab: An update on Bolivia

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The Bolivian government developed a strategy which aims to strengthen local participation in decision-making around health services to improve access to health care services for poor and indigenous populations living in remote areas. Plan Canada is working to help implement this well-developed strategy in 26 municipalities. Specifically, Plan's project aims to improve knowledge, services, and community infrastructure pertaining to maternal and child health.

The infrastructure includes:

- new or improved water systems;
- providing home-based health check-ups for pregnant women and infants;
- improving family nutrition through garden cultivation and animal husbandry; and
- establishing community spaces for early childhood and education.

This six-year project is approaching the end of its third year. Here is a report on its achievements:

- 1. Clean water for communities.** Water systems are now complete and functioning in 23 of the 51 communities that are improving their water supply and delivery. Water and sanitation committees composed of volunteer community members have been established and trained.
- 2. Improved community sanitation.** Community-Led Total Sanitation training has been carried out in 90 communities.
- 3. Better health care for mothers and babies.** 131 "Expecting Couples Clubs" have been trained on the topics of basic knowledge of key issues of maternal, reproductive and child health. 9,226 adolescents have participated in peer training sessions on health issues. 1,387 community health workers have been trained to perform home visits.
- 4. Farming nutritious food.** 7,342 farmers have been trained to learn how to use more productive farming techniques. 3,690 home gardens and 219 school gardens have been established and 1,338 families learned how to raise and breed small animals.
- 5. Community spaces for early childhood care and development.** 227 community playgrounds have been established or strengthened, provided with materials and equipment.

The Capital Lab's monthly contributions are matched by the Canadian government \$9 for every \$1 we contribute. We are proud to be a business partner to the Plan community and see our contributions amplified for this important initiative. @PlanCanada @biaagcanada.



## The Capital Lab External Workshop: Strategies and Tools for Small Group Presentations

Having attended over 500 meetings pertaining to myriad situations, The Capital Lab drew on its considerable body of knowledge and anecdotal evidence to explain some behaviours and tactics that should be employed, and some that should definitely never be used.

The workshop was divided into two parts: Do's and Don'ts, and Strategies and Tools.

The Capital Lab outlined the following strategies and tools:

- Types of questions
- Bridging, framing, and anchoring
- How to handle a hostile audience member
- How to deal with constant interruptions
- Personal Style: "Wearing a suit isn't enough"

Compelling, stellar presentations are a combination of personal style, passion and engagement on the topic, and the ability to use a variety of communication tools with ease, including, humour, props, storytelling, statistics, physical space and of course, the powerpoint slide.

Rather than a standard list of proscribed vs. approved behaviours, much of the "do's and don'ts" section of our presentation includes an analysis of speaker archetypes – easily digestible caricatures. If you are interested in getting to know "The Wanderer", "The Sad Sack", "The Hypnotist", and "The Devil on Your Shoulder," or if small group presentation coaching is an area of interest to you and you want to become more adept at using all the tools available to you, please email at [belinda@thecapitalab.com](mailto:belinda@thecapitalab.com).

## Congratulations to Greg DiTomaso and Welcome to Andrew Lockwood

### Greg DiTomaso

Greg was accepted into the Rotman EMBA program (Executive MBA) starting this September 2014. We are thrilled that Greg was accepted and not envious of all the homework that will shortly land on his plate. Expect more pivot charts, Porter models and WACCs coming through our office in the near future.

### Andrew Lockwood

We welcome Andrew Lockwood to the team from the George Brown co-op program. Andrew is our fourth co-op student, including Edison and Jasmine. Andrew will be coordinating a variety of work streams.

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