

## IR ABCs: (Part 2 of 2) - OUR view on #whatstrendingIR & more summer news

June 2014

# BULLETIN

### How do you manage change?

(Part 2 #whatstrending) here is what makes us tick tock in IR:

**M**indshare. Investor relations strategy that seeks to acquire mindshare will gain in importance. Mindshare is the ability to create a reference point in the mind of the audience that links ideas and values to your company. Mindshare is the ability to create unique touchpoints. See [here](#) for an example of creative mindshare.

**N**ew investors. The buy side is increasingly mobile and global. Having a dialogue with investors located in markets outside of your listing market can provide opportunities to meet like-minded asset managers, or new contacts. Use your network and expand your reach.

**O**riginal. For all the best practices that exist, never stop the effort to be original and unique. Choose a new designer from OCAD for a branding project, request outside of the envelope design for your website. The Capital Lab firmly believes in the creation of original ideas by striving towards exceptional design.

**P**erception reviews. The summer presents a good opportunity to test concepts and ideas to various audiences on elements of your IR strategy. Organize lunches, luncheons, online surveys or telephone chats to discover what influencers are thinking about and their impression of your work and communications platform.

**Q**uality control. Multi-tasking and productivity have to be balanced against measures of quality control. An emphasis on details and planning sufficient time to check and recheck work will become more important as productivity can sometimes trump quality. Producing exceptional work requires time, effort, and a good review process.

**R**esponsibility. Corporate social responsibility programs will be increasingly useful and important to the investor relations strategy as the asset management business increases its education on topics around governance, ESG risks, and value creation in the extractive industry. Know every aspect of your process, because when questions are asked around these topics, the best answer is the complete and fulsome one.

**S**ocial media. Use your handles! #hashtag and blog about your experiences. Sharing content that is informative, entertaining and curated for the online audience can be a new and interesting way to reach new investors and other stakeholders such as local communities, employees, and suppliers.

**T**echnology. In this cycle of cost efficiency and cost reduction, innovative ideas that save money are valuable. Lately, we have stretched our wings by expanding our roles: providing our own talented team for photography, video editing and video shooting. These technical roles are made possible as a result of quick thinking and a desire to use all the available technology we have and resources that are free (Apple Genius bar anyone?).

**U**nderstanding all the functions that make your business tick is one way to create value in your IR program. The summer is a great time for cross functional experience. Consider visiting a customer with your marketing team; joining human resources in a leadership workshop, or spending a week or two on site learning operations.

**V**elocity. Velocity is the rate of change of the position of an object, equivalent to a specification of its speed and direction of motion. Velocity defines our times as information flows faster than our ability to respond in some cases. Embrace velocity and train yourself to be ready with shorter and shorter timelines.

**W**riting skills. We are paying more attention to the written word which involves a process of taking complex concepts and content and distilling it to essential ideas and processes. The end goal is to provide information that the reader can use and understand immediately and that is adequately curated for the online environment. In some cases, we start with maximum content and reduce only after we have enough experience with how the content is being received. Then cut, curate and keep the best of it.

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

Contact: **Belinda Labatte** at [belinda@thecapitallab.com](mailto:belinda@thecapitallab.com) for more information | **Phone 647.436.2152** or **visit us** at 76 Richmond Street East, Suite 330 Toronto, Ontario, corner of Richmond and Church.



**X-inefficiency.** X-inefficiency is the difference between efficient behavior of businesses assumed or implied by economic theory and their observed behavior in practice. It is the observed practice when a firm is not incentivized to cut costs because its competitive position allows it, and therefore produces at an average cost of production higher than necessary. Sound familiar? It is familiar because the lessons learned in a down market should extend into a bull market when x-inefficiency becomes apparent.

**Yield.** When share price appreciation is difficult to achieve, focus on yield if you are a dividend paying company.

**Zite** and zeitgeist...zite now acquired by Flipboard is a great app to consolidate articles and news feeds according to your specific areas of interest. Check it out [here](#).

## Jasmine Virk returns to The Capital Lab



We are thrilled to welcome back Jasmine Virk who will be returning to Canada this week. We are particularly thrilled that her arrival coincides with Canada Day.

Happy Canada Day to all friends, colleagues and to Jasmine Virk. Jasmine will be taking emails starting July 2, 2014, at [jasmine@thecapitalab.com](mailto:jasmine@thecapitalab.com).

## CIRI: Ontario Professional of the Year awarded to The Capital Lab, Belinda Labatte.

It was an exciting day at the Ontario AGM when Greg DiTomaso accepted the award on behalf of Belinda for the Ontario Professional of the Year. This award was a result of voting and I would like to extend a tremendous thank you to those who voted for Belinda, and by extension to this business which is built on teamwork and execution and clear strategy delivery in investor relations, corporate communications and corporate secretarial work. The link to the CIRI announcement can be found here: [CIRI](#)



## Plan Canada: The Capital Lab and Tanzania

This summer we launch an initiative with Plan Canada in Tanzania. After working with Plan over the last year as a community partner, and also a personal sponsor, this new initiative for the 2014-2015 year takes the work to a new level.

Check our blog [here](#) for more details soon on the Tanzania project with The Capital Lab.

More to come on Plan Canada's website as well: [www.plancanada.ca](http://www.plancanada.ca)

## A list of summertime food & drink favorites in the Church and Richmond neighbourhood

[@FahrenheitTO](#). A sweet organic latte at the corner of Jarvis and Lombard.

[@georgeonqueen](#). Make a reservation for the patio and you will find yourself taken to Provence while still in Toronto. Queen street by Church.

[@Gforgelato](#). Jarvis and Adelaide. Really really nice gelato and for the caffeine deprived, mega sized affogatos too.

[@TheCarbonBar](#). Late nights and Carbon Bar go very well together. Just the other side of our office! 99 Queen Street East

[@thecapitalab](#). Visit us and we will brew one of many Teavana organic tea selections. Cookies always on offer.

## NEW! Presentation coaching workshops: Flexible. Goal Oriented. Fit for Purpose

For more information email: [belinda@thecapitalab.com](mailto:belinda@thecapitalab.com).

This summer find your strong. If you don't like where you are at, move to another spot. Until you find your strong.

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

Contact: **Belinda Labatte** at [belinda@thecapitalab.com](mailto:belinda@thecapitalab.com) for more information | **Phone** 647.436.2152 or **visit us** at 76 Richmond Street East, Suite 330 Toronto, Ontario, corner of Richmond and Church.