Guiding Question:
How can our company leverage our unique strengths to serve those most impacted by the COVID-19 crisis?

Principles for Serving Stakeholders

1. Consider how your employees, communities, customers, and partners are affected in a time of crisis.
2. Apply an equity lens to identify those most impacted in each stakeholder group.
3. Identify areas of interaction within and between your stakeholder groups.
4. Listen and source ideas from different levels of your company and across stakeholders.

Considerations for Creating Impact

**Products & Operations**

- How can increased access to our products and services help alleviate the societal fallout from the crisis?
- How might we repurpose our operations, infrastructure, and back office services?

**Philanthropy**

- How can our philanthropy be targeted and impactful where there is the greatest need?
- How should we balance near-term needs with the long-term impact of the crisis?

**Voice**

- What policy barriers and mindsets are impacting our stakeholders during the crisis?
- What channels and collaborations can best leverage our voice and expertise?