

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?