**Taking a Stand (or Not):**

**A 5-Step Internal and External Communications Rubric for Issues/Events**

**To be consistent, a rubric and criteria are necessary to respond/take action based on values of your organization and stakeholders.**



**Part 1: Building the Fundamentals**

1. Company Mission:

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1. Company Values:

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1. Stakeholders:

Internal stakeholders: (E.g.: Employees)

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External stakeholders: (E.g.: Customers, patients, partners or investors)

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1. Geographies:

My company is located in: (E.g.: Chicago, IL and through the US) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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My stakeholders are located in:

Internal stakeholders: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

External stakeholders: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

External stakeholders: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



**Part 2: Assessing Potential Impact**

1. Does the event of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (E.g.: the rise in AAPI violence, the rise in anti-Semitism in the US, murder of George Floyd, voter law changes in Georgia and Texas, geopolitical events, legislative changes, etc.) conflict with the mission of my company?

Circle: Y/N

1. Does the event of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (E.g.: the rise in AAPI violence, the rise in anti-Semitism in the US, murder of George Floyd, voter law changes in Georgia and Texas, geopolitical events, legislative changes, etc.) conflict with the values of my company?

Circle: Y/N

1. Does the event of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (E.g.: the rise in AAPI violence, the rise in anti-Semitism in the US, murder of George Floyd, voter law changes in Georgia and Texas, geopolitical events, legislative changes, etc.) matter deeply to my internal stakeholders?

Circle: Y/N

If yes, what %?

1. Does the event of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (E.g.: the rise in AAPI violence, the rise in anti-Semitism in the US, murder of George Floyd, voter law changes in Georgia and Texas, geopolitical events, legislative changes, etc.) matter deeply to my external stakeholders?

Circle: Y/N

If so, which one(s)?

1. Does the event of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (E.g.: the rise in AAPI violence, the rise in anti-Semitism in the US, murder of George Floyd, voter law changes in Georgia and Texas, geopolitical events, legislative changes, etc.) geographically connected to my company?

Circle: Y/N

If so, which one(s)?

Company geographies?

Stakeholder geographies?



**Part 3: Specifying Criteria**

What from Part 2 is necessary, at a minimum, to determine consistent minimum criteria to acknowledge the event? (Members, when you build your official rubric, you will need to make your own determination here and use the rest of the document as it stands).

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**Part 4: Statements and Action Steps**

What actions/statements should my organization make to address this event?

☐ Issue statement from CEO/another leader in the organization

☐ Make internal statement

☐ Respond on social media

☐ Donate to specific cause

☐ Amendment of mission statement

☐ Revising organizational goals

☐ Partner with a cause for a volunteer project/day

☐ Organize an internal training on a related topic

☐ Create an internal working group

☐ Take no action



**Part 5: Preparing for backlash (just in case)**

What is the possible backlash that may occur by making the above decision(s)?

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 Document created specifically for Ragan’s Communications Leadership Council Members, 2021