



RC

ROD CARTWRIGHT
CONSULTING

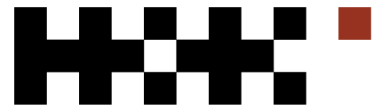
So, who's Rod?



General Election HQ
Events Anchor



UK Board



Hill+Knowlton
Strategies

UK Board



Global Partner &
Global Corporate
Practice Director



EMEA Regional Director
and Global ExCo



Fellow, Trainer and COVID-19
Global Taskforce Deputy Chair



MH370 Crisis Advisory



EUROPEAN ASSOCIATION OF
COMMUNICATION DIRECTORS

Crisis & Risk
Communication
Working Group Chair



Communications
Associate



How to tell stories that stir hearts, move minds and make a lasting impact



**Rod Cartwright, Founder,
Rod Cartwright Consulting**



Transforming the world
to sustainability



*Are you sitting
comfortably ?*





ISSUES

	Health Care	Financials	Technology and Communications	Non-Renewable Resources	Transportation	Services	Resource Transformation	Consumption	Renewable Resources & Alternative Energy	Infrastructure
Environment										
GHG emissions										
Air quality										
Energy management										
Fuel management										
Water and wastewater management										
Waste and hazardous materials management										
Biodiversity impacts										
Social Capital										
Human rights and community relations										
Access and affordability										
Customer welfare										
Data security and customer privacy										
Fair disclosure and labeling										
Fair marketing and advertising										
Human Capital										
Labor relations										
Fair labor practices										
Employee health, safety and wellbeing										
Diversity and inclusion										
Compensation and benefits										
Recruitment, development and retention										
Business Model and Innovation										
Lifecycle Impacts of products and services										
Environmental, social impacts on assets & ops										
Product packaging										
Product equality and safety										
Leadership and Governance										
Systemic risk management										
Accident and safety management										
Business ethics and transparency of payments										
Competitive behavior										
Regulatory capture and political influence										
Materials sourcing										
Supply chain management										

© 2018 SASB™ Materiality Map™



Environmental

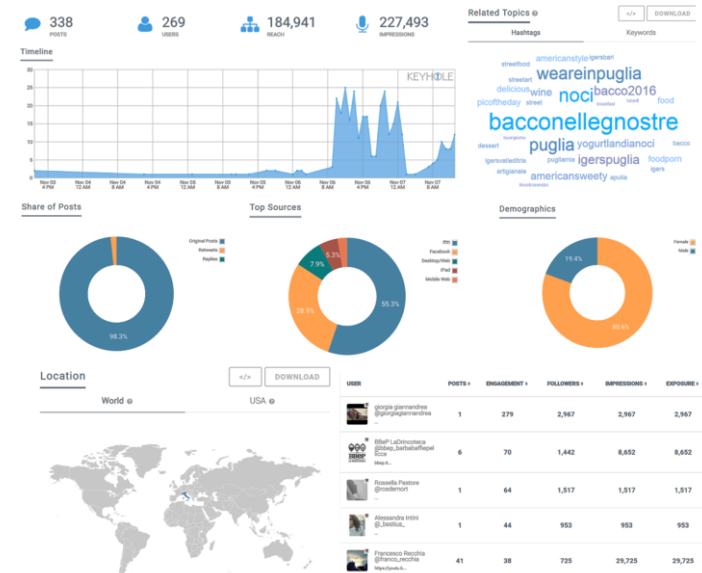
- climate change
- resource depletion
- waste and pollution
- deforestation

Social

- working conditions
- local communities
- conflict
- health and safety
- employee relations and diversity

Governance

- executive pay
- bribery and corruption
- political lobbying and donations
- board diversity and structure
- tax strategy





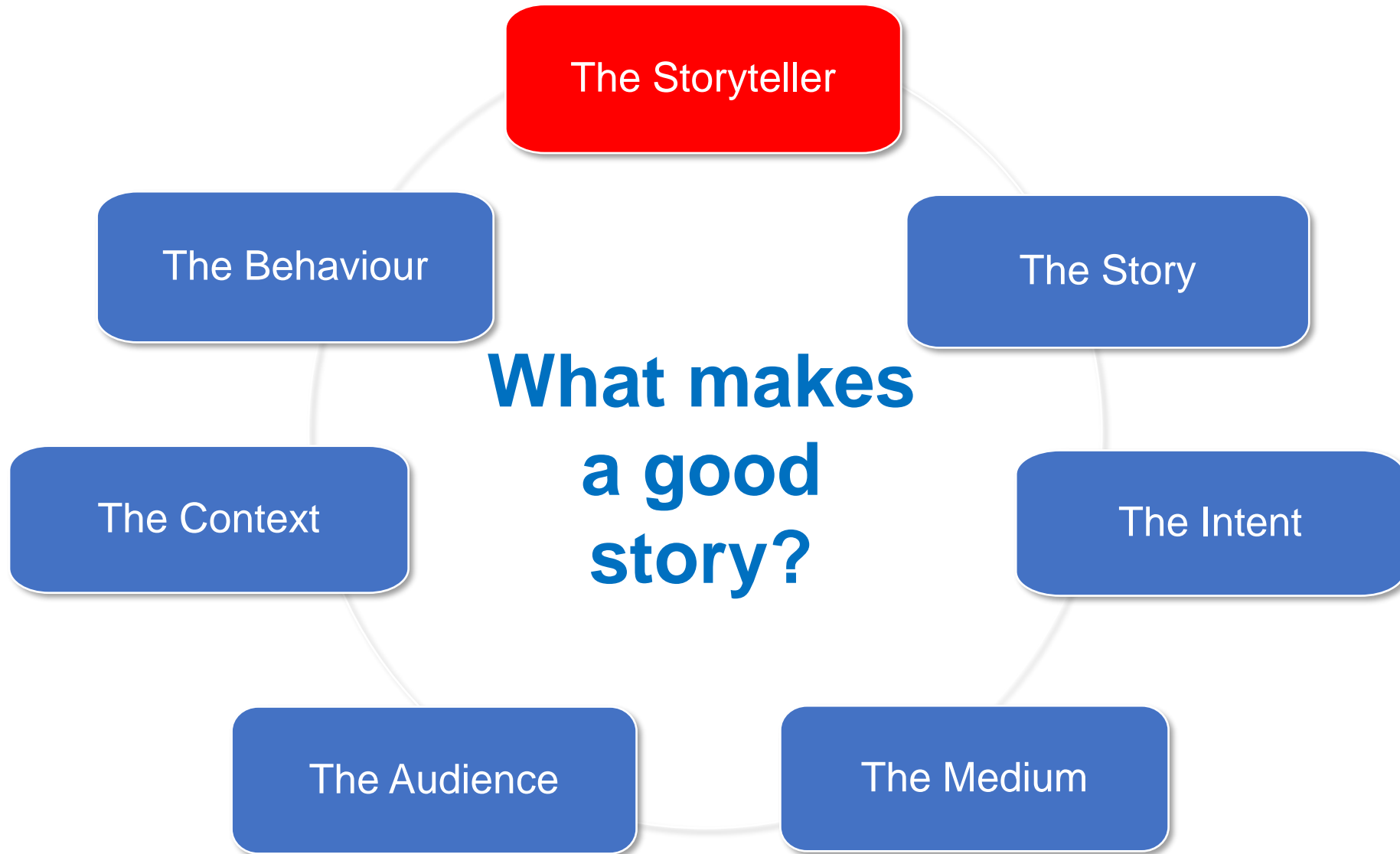
IEMA

Transforming the world
to sustainability

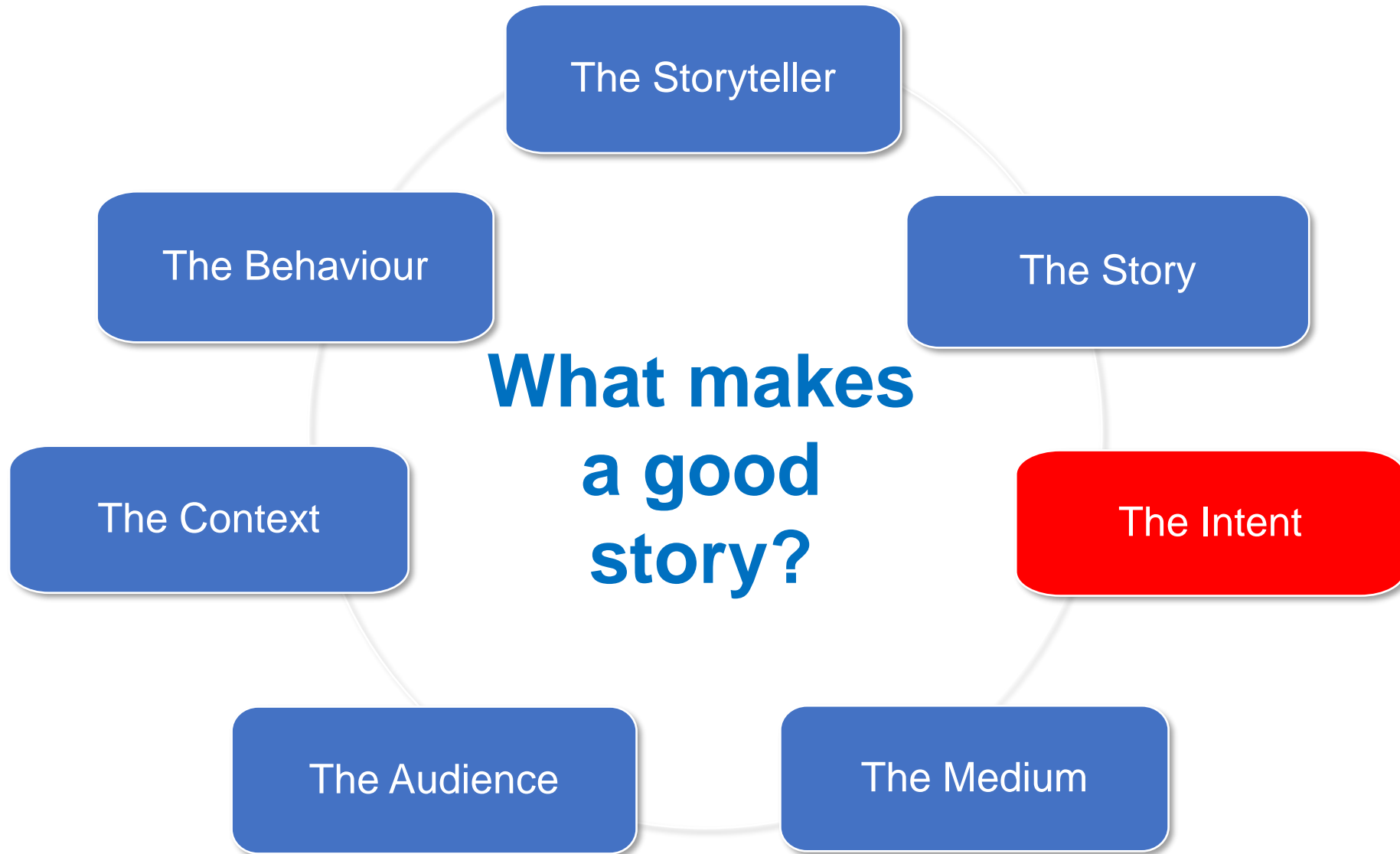
**How to tell stories that stir
hearts, move minds and
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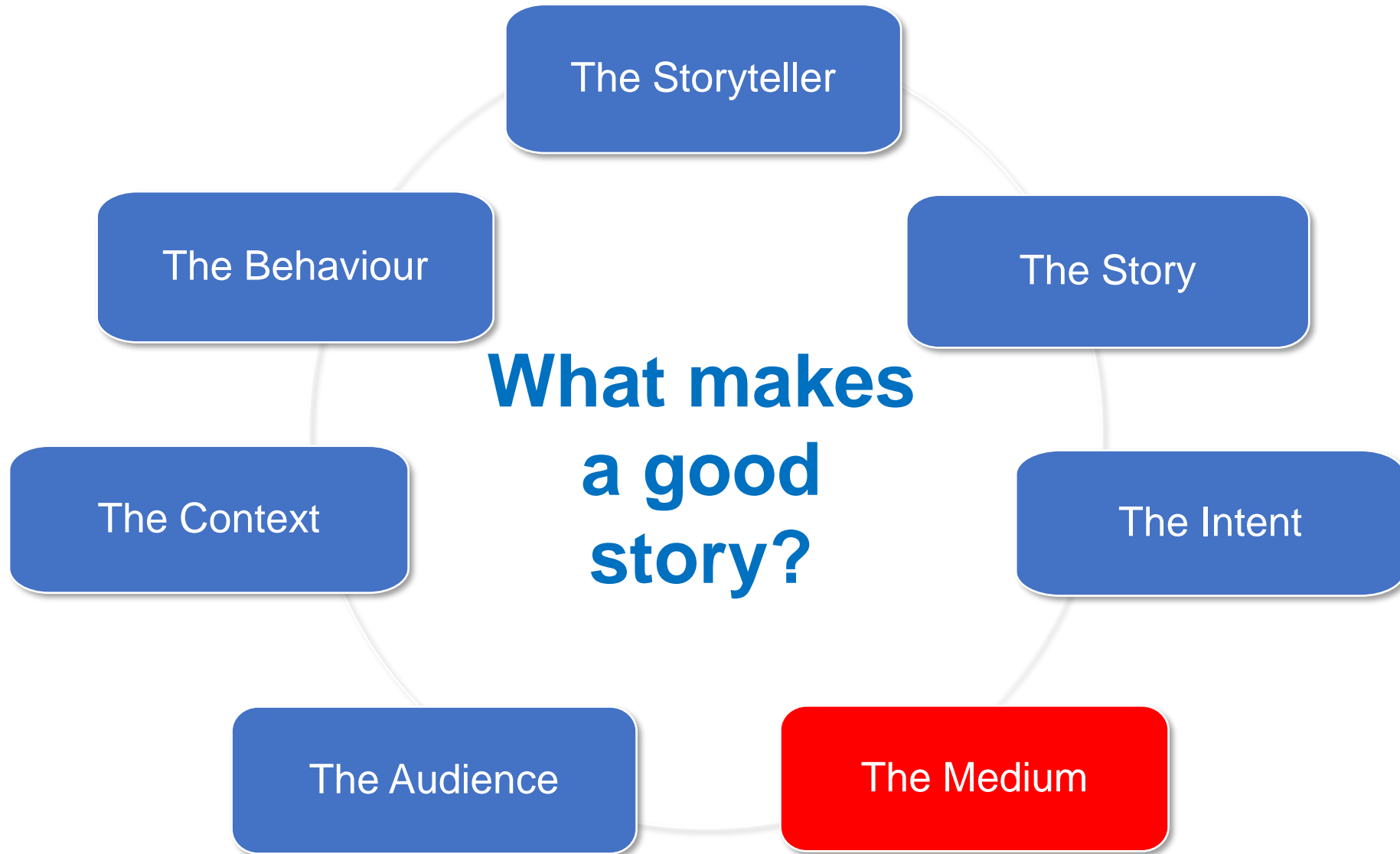




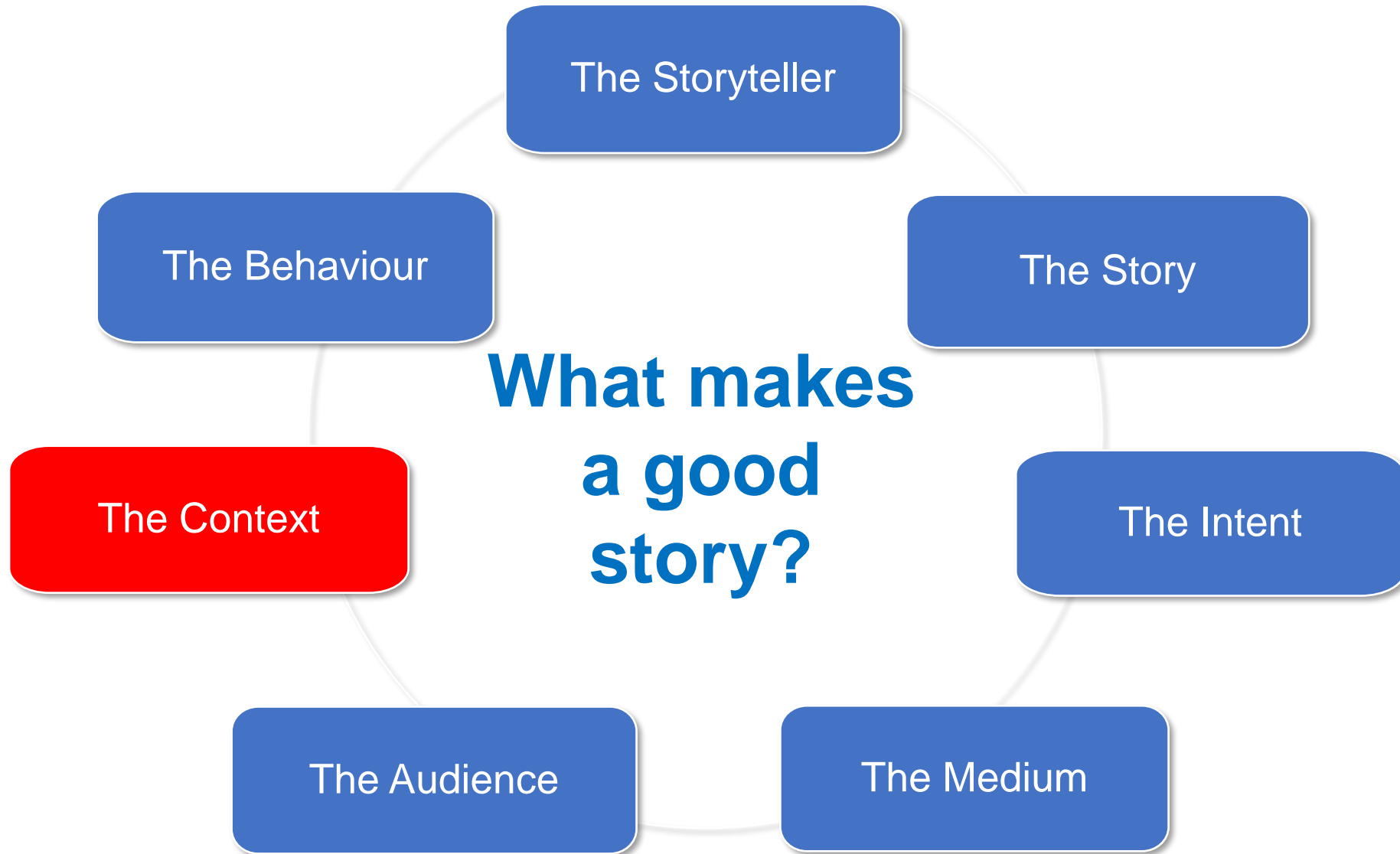




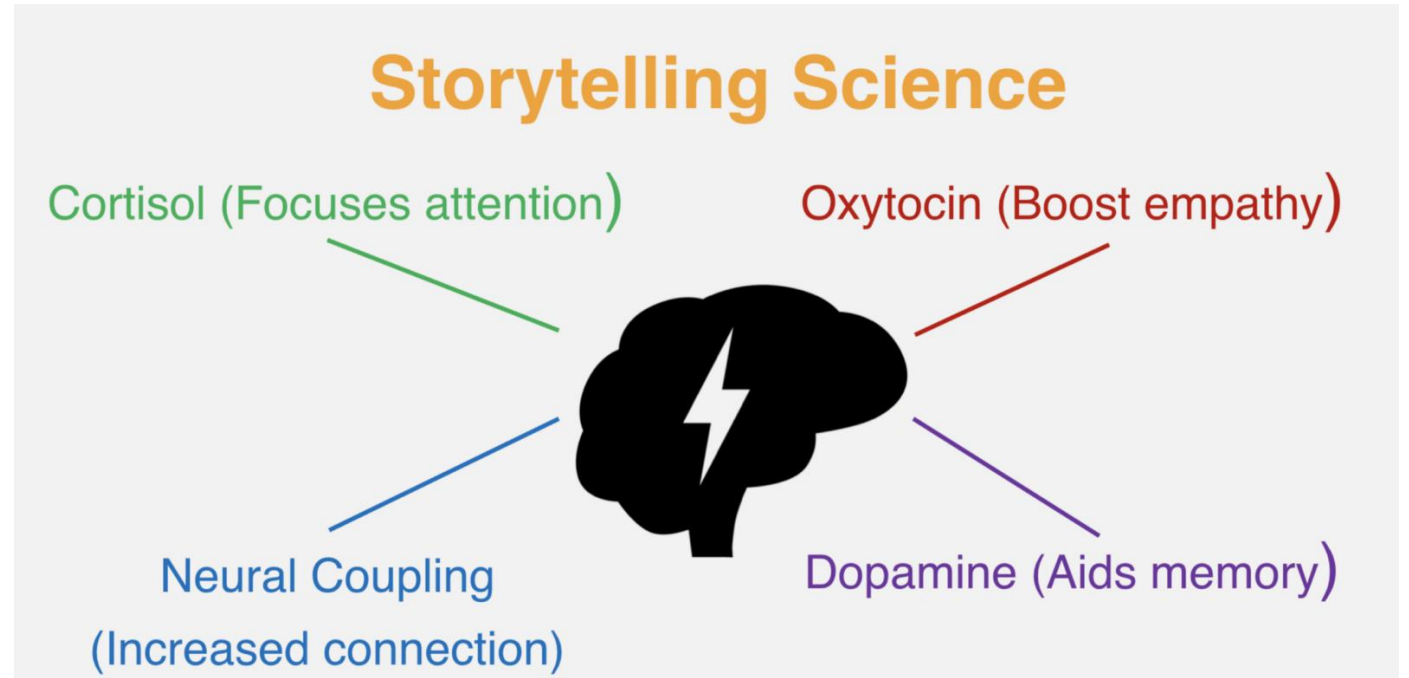
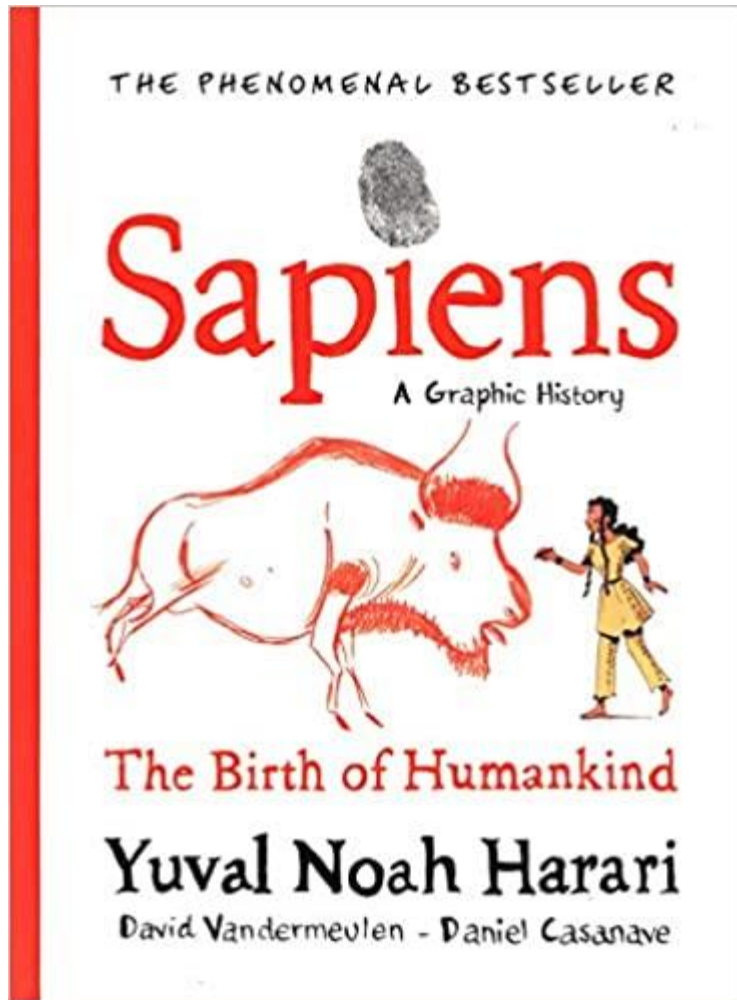


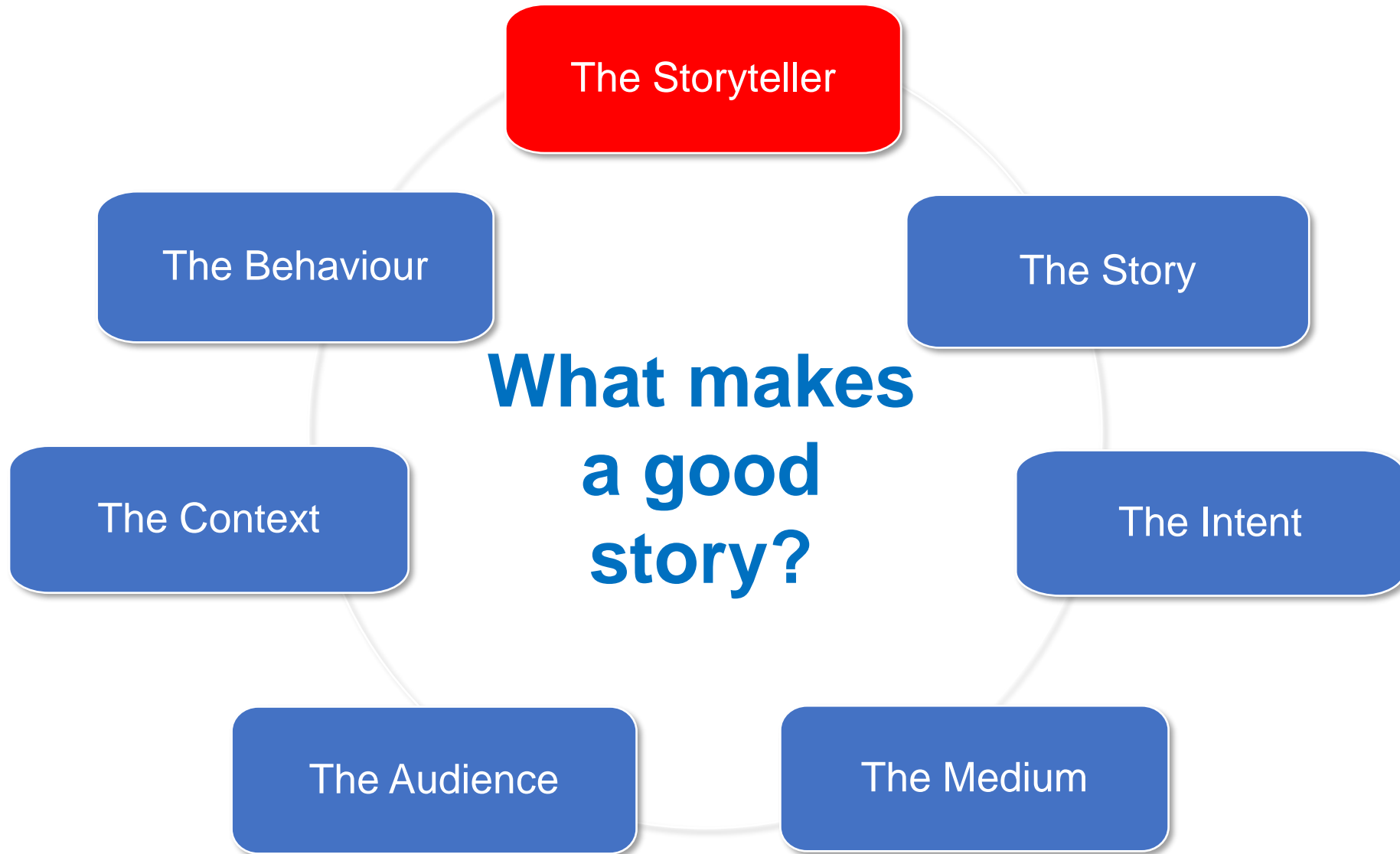












A green rectangular sign with rounded corners and a white border is mounted on two wooden posts. The sign features the text "BUSINESSES SERVE AT THE PLEASURE OF THE PEOPLE" in white, bold, sans-serif capital letters, arranged in four lines. The background is a bright blue sky with scattered white clouds.

**BUSINESSES
SERVE AT THE
PLEASURE OF
THE PEOPLE**





Ziwe ✓
@ziwe

Following

and to think, all rodney king needed to avoid that beating was a pepsi



BRANDON WARDELL ✓
@BRANDONWARDELL

Follow

kendall jenner hands cop a pepsi
cop: im not racist anymore

WHAT YOU NEED FOR A GREAT STORY



Every story needs a reason to be told.



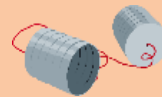
Every great story has a hero.



Every great story starts with a conflict.



Great stories are heart touching.



Great stories go viral.

pssst ...

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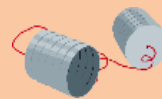
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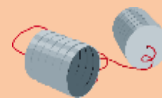
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HELP US BUILD A BIO-BRIDGE

1 PURCHASE = 1 SQUARE METRE OF RAINFOREST RESTORED



The Golden Circle

WHAT

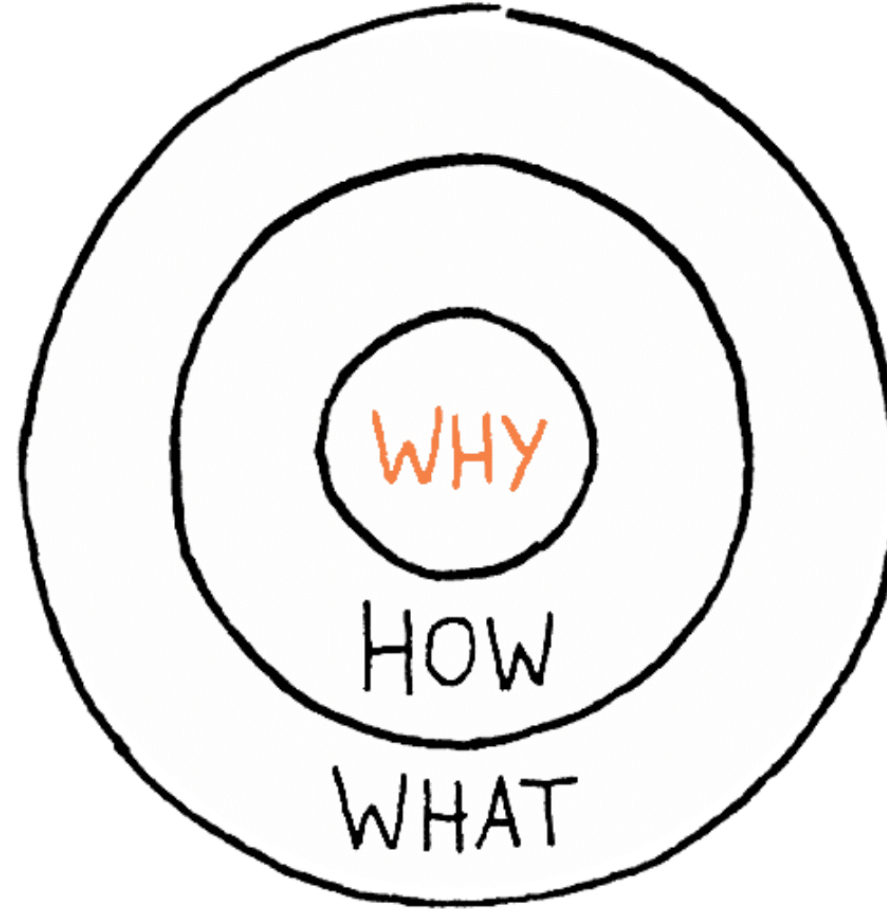
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Wolke *Diet*

Intent

Intent vs. Performance

The 22nd Annual GQ Awards Special Issue

GQ
BRITISH

GENTLEMEN'S QUARTERLY
OCTOBER 2019

Greta Thunberg

Game Changer
Of The Year



Interview by **Stuart McGurk**
Photographed by **Christopher Hunt**



Caroline Lucas MP
Green Party Westminster Leader

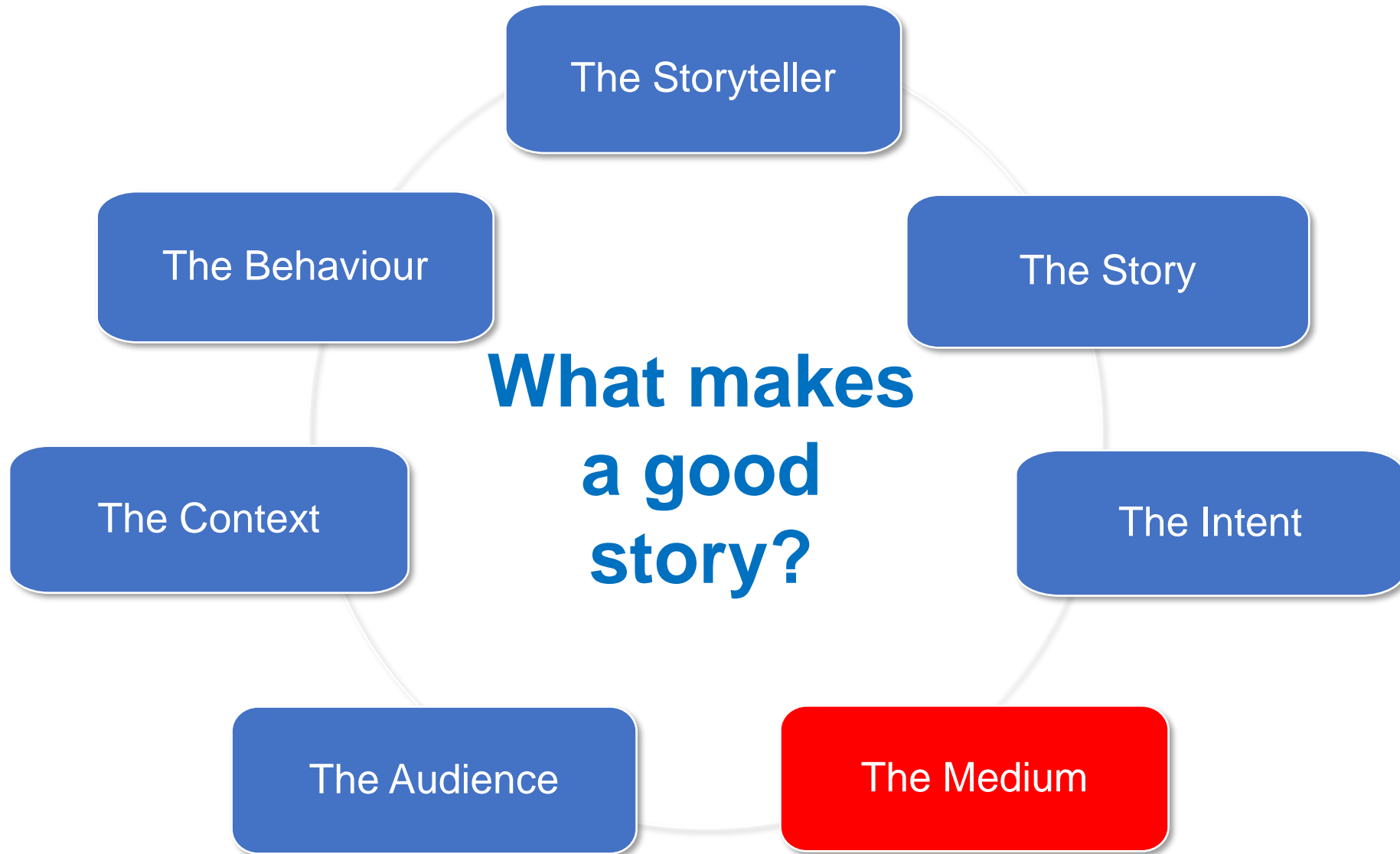
Greta Thunberg
Youth Climate Strike

Jeremy Corbyn
Leader of the Labour Party

Amy Taylor
Head of Green Party

Theresa May MP
Leader of the Conservative Party

VISITOR
Tuesday
23/04





WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

Q.

**YOU HAD ONE JOB KFC...
HOW DID YOU RUN OUT OF CHICKEN?
FIX IT NOW!**

A.

WE GET IT... YOU COULDN'T MAKE IT UP.

**WE CHANGED OUR DELIVERY PARTNER LAST WEEK -
VALENTINE'S DAY ACTUALLY. BUT CUPID'S ARROW WASN'T
FIRING FOR US, AND WE'VE RUN INTO SOME COMPLICATED
DISTRIBUTION PROBLEMS.**

**TO PUT IT SIMPLY, WE'VE GOT THE CHICKEN, WE'VE GOT THE
RESTAURANTS, BUT WE'VE JUST HAD ISSUES GETTING THEM
TOGETHER. WE'RE WORKING FLAT OUT TO GET IT FIXED.**



NEW DOUBLE ACT...



27 VII 19
Peter Brooks

♪ BRING ME FUN... BRING ME SUNSHINE... BRING ME LO-O-OVE ♪



Believe in something.
Even if it means sacrificing everything.

 Just do it.



HOW TO BURN OUR PRODUCTS SAFELY

ALWAYS START YOUR FIRE OUTSIDE.

**STAND AT LEAST 5 FEET FROM THE
OPEN FLAME.**

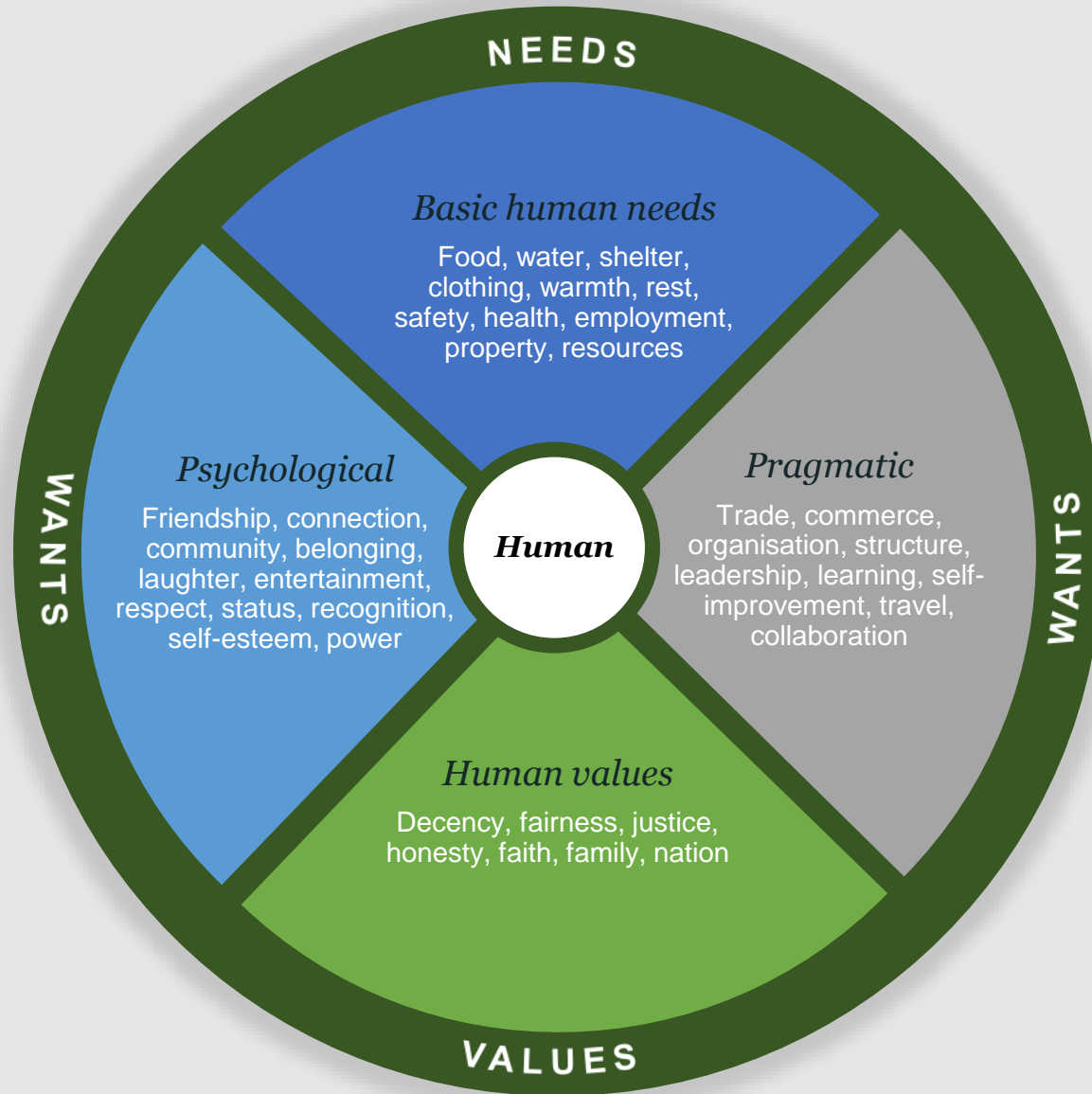
**KEEP THE CLOTHES YOU ARE WEARING
AWAY FROM THE FLAME.**

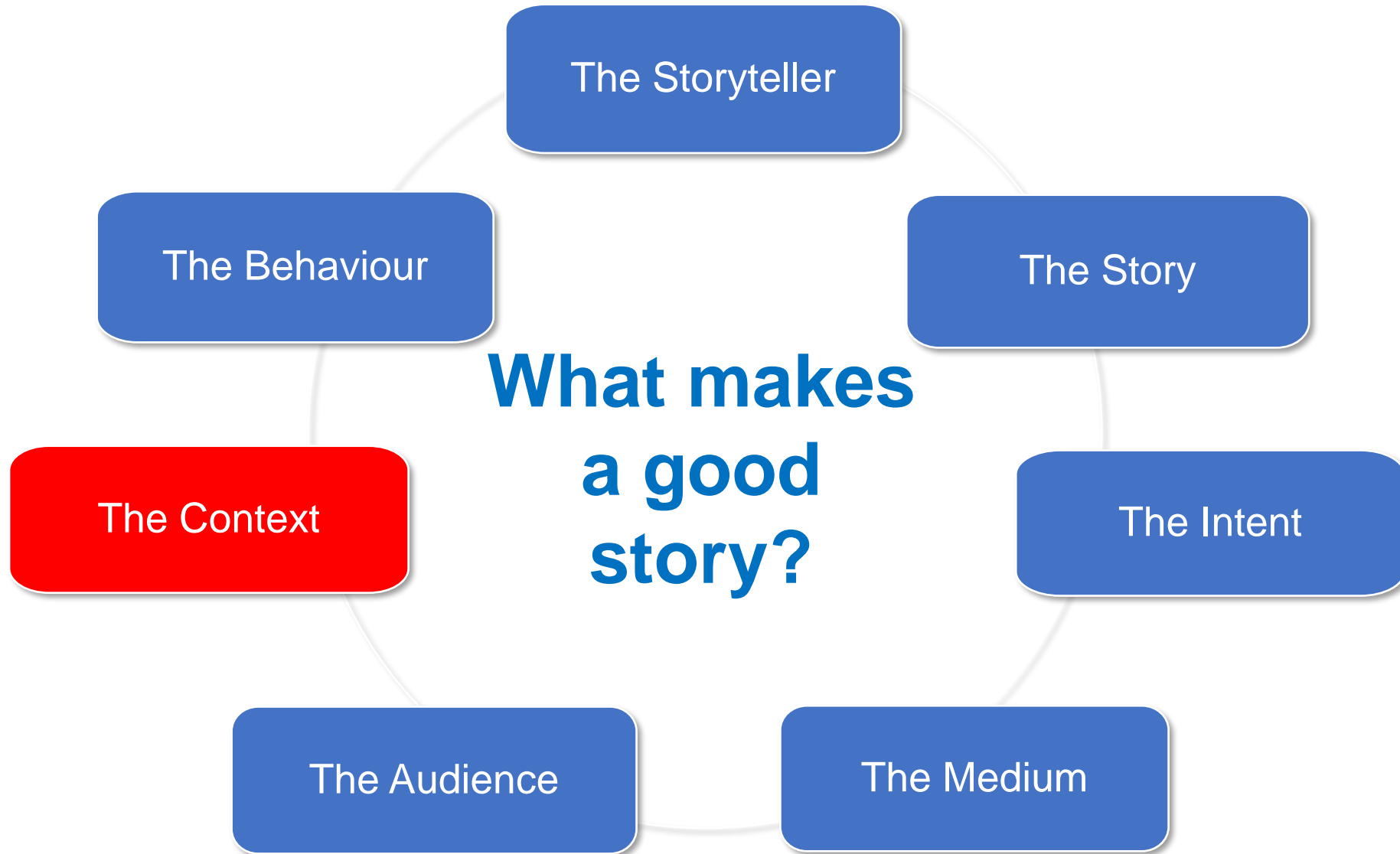
**ONCE BURNED, ALWAYS DOUSE THE
FIRE WITH WATER.**



JUST DO IT SAFELY.

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The Chef
does everything
but cook
- that's what
wives are for!



I'm giving my wife a



Kenwood Chef



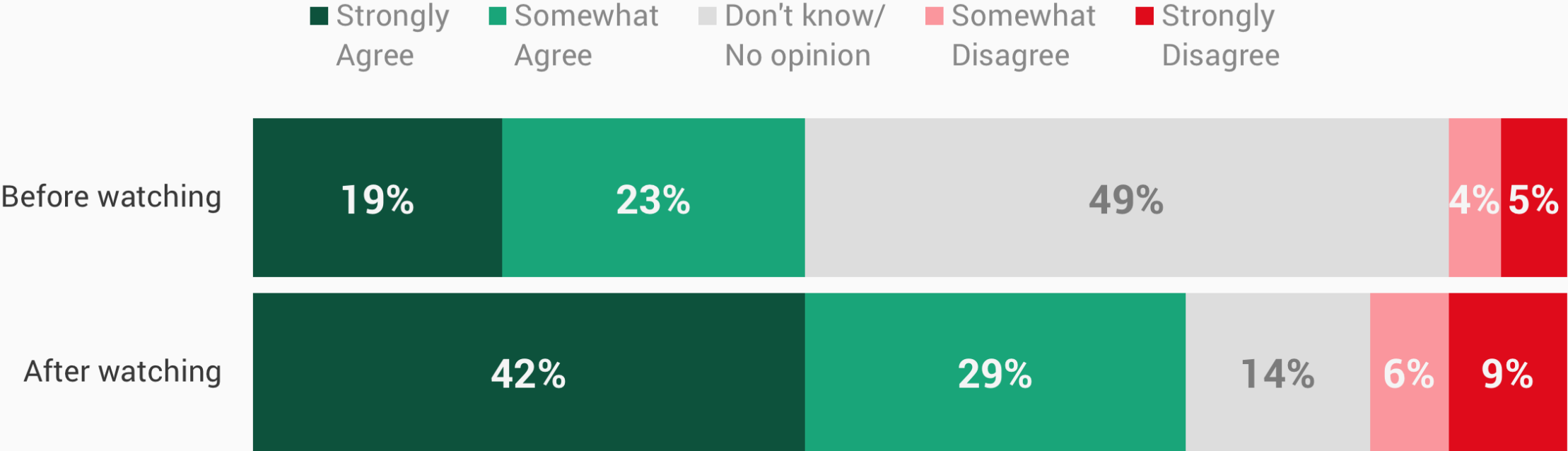


THE BEST A MAN CAN GET

#STEREOTYPE
WTF GILLETTE

Americans More Likely to Say Gillette “Shares Their Values” After Watching New Commercial

Share of adults who agreed or disagreed that Gillette shared their values, before and after watching their new ad







VW BeeTLe



VW STiNKBUG







The End

ANY
QUESTIONS
?



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