

*“A journey of a thousand miles  
must begin with a single step”*

Lao Tzu

Producing an integrated report for the first time can be likened to walking into a minefield

GUIDING PRINCIPLES  
KING IV  
VALUE CREATION  
RISK AND OPPORTUNITIES  
ASSURANCE  
**STAKEHOLDERS**  
6 CAPITALS  
IR FRAMEWORK  
**GOVERNANCE**  
CONSISTENCY AND COMPARABILITY  
STRATEGY  
REGULATIONS  
PERFORMANCE AND OUTLOOK

**Organisations should start with an integrated thinking model** – how does the organisation **create true value** for **all its stakeholders** over the short, medium and long term?



Employees



Investors



Community



Customers/  
consumers



Business  
partners



Regulators

**IR framework** to guide process & get buy-in/agreement at board level

**Define** the organisation's **story & approach** to strategically managing performance & delivery

Integrated thinking is **embedded** in the organisation's **culture & activities**

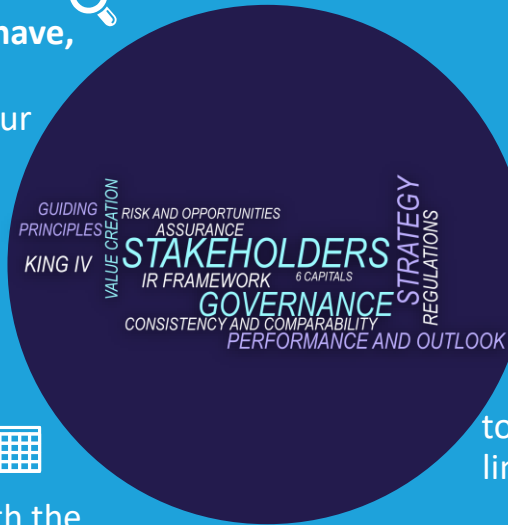
**This is a journey...**

Start with what you have, already know & understand within your organisation

Create and define systems to support integrated internal & external reporting

Outline a **content framework** in line with the **19 guiding principles** contained within IR framework

Remember it's a journey and **no two organisations are the same** – the principles are there to guide the organisation



**Consider using external specialists**



Strategy Gap analysis  
Content flow  
Alignment to the framework

**Content generation**

Consider using a writer to conduct interviews in-line with agreed strategy

**Design and layout**

Design supports content  
Visually easier to understand a graphic than reading pages of copy

**Integrated report**

+ supporting reports (interconnectivity and referencing)

**On-line/digital communication** to reach **ALL** stakeholders

**Stakeholder engagement | measurability | transparency**

# 3 TIPS FOR NEW REPORTERS



Adopt an integrated thinking approach at a **board level** – apply the principles and practices within the organisation so that you can report back on the outcomes.



Embrace **digital** – An opportunity, from the start, to communicate with your stakeholders in a two way engaging forum.



It's a **journey** - A continuous process of evaluation.