

A New Guide: "Shareholder Engagement"

I have put together this ["Shareholder Engagement" Guide](#). Check it out! It covers these nine topics:

1. How to Ensure Those on Your Engagement Team Will Stay the Course
2. Most Important Word in Persuasion?
3. Practice Your Smile
4. How to Handle Unexpected Questions (This is the "Biggie")
5. What Should You Say to Investors When There's Nothing Pressing
6. How to Land a Meeting with an Investor Who Doesn't Want to Meet
7. 7 Tips for the Best Engagement Appearance You Can Pull Off
8. One Thing NEVER to Do When Engaging with ISS
9. A Few Things NEVER to Do When Engaging with Institutional Investors

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