

## CEP Magazine – November 2019 Yes, a stakeholder-focused approach exists today

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By Erica Salmon Byrne

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In August, the Business Roundtable issued a statement redefining the purpose of corporations to deliver value to customers, invest in employees, deal fairly with suppliers, support communities, and generate long-term value for shareholders.

The Business Roundtable's shift in stance was met with a range of reactions—from millennials applauding the move, to others suggesting it is all talk. Although I understand why there would be skepticism, I believe that many companies are ahead of the game and already working to serve all stakeholders. They exemplify the way that corporate leaders can and *do* think today about how their company can work to serve a broader societal purpose, support communities, take care of customers, and empower employees.

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