

MASTERING CONNECTIONS

Cultivating stakeholder relationships through communication

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SANJIDA TANNY

Stakeholders are the people who matter to your business from the inside out. They can include your employees, investors, customers, partners, suppliers, regulators, and the community. Stakeholder relationships are important because they help businesses and startups gain support, build credibility, and make guided decisions to drive growth while providing room for tailored innovation.

In the whirlwind of rapid growth, strategic communication becomes vital, enabling organisations to disseminate information and engage, listen, and respond to key stakeholders' diverse needs and expectations. This article will break down the role of communications and public relations in cultivating these significant stakeholder relationships that help a fast growing company thrive toward sustainable growth.

Building relationships with employees

For any organisation, one of the most important stakeholders is its employees; these are the people who largely represent



engagement with a diverse investor audience.

What about other stakeholders?

The factor to keep in mind is that, similar to most of your stakeholders, your investors may have different goals they are looking for. Hence, tailoring the message to show the investors that your goals are synced with theirs will help you connect to those with a higher chance of getting associated with you.

On the other end, public relations acts as a bridge between companies and their stakeholders, including investors and customers. It helps companies shape the public image, manage perceptions, and mitigate potential risks. Your company's PR also ensures information resonance, fostering trust, understanding, and strengthening your relationships, which are vital for organisations to navigate today's intricate global landscape. Your PR will drive mutual engagement between your company and your diverse stakeholder portfolio in an increasingly interconnected world.

In today's world, where information is constantly flowing, and audiences are increasingly fragmented, it is more important than ever for organisations to be strategic about their communications. A well-developed Communications and PR department helps organisations identify their key messages, develop effective communication channels, and measure the impact of their communications efforts.

Even though there will be multiple types of stakeholders who play a key role in the success of your business, tailoring messages for different groups and segmenting the channels or mediums where they live, as mentioned before, is a cornerstone of this process. While your newsletter and social media target potential customers and collaborative partners, your press presence can attract investors, and a simple yet vibrantly engaging internal channel can boost the inspiration of your employees.

Adapting language and tone to resonate with the unique goals of each audience segment is essential, as it helps to bridge potential gaps and ensures that the conveyed information is relatable and comprehensible. While there are varying mediums and tonalities your company will be adapting, consistency in messaging will be the key driver to ensuring the message you want is being delivered properly.

Sanjida Tanny heads the Communications department at Wageby, a financial wellness startup. She was the former Lead Storyteller at ShopUp, a B2B commerce startup.

such as town hall meetings or anonymous suggestion boxes, empower employees and demonstrate that their voices are valued. To keep the workforce inspired, recognising them and reward programs also act as means of acknowledgement of their efforts.

Unity, transparency, and shared purpose contribute to higher employee satisfaction, increased loyalty, and a stronger foundation for sustainable growth. Building this foundation requires a transparent, timely, and inspiring tone of communication.

Engaging investors through communication
Your pitch deck isn't the only communication material that spikes an investor's interest. Besides financial reports and sustainable growth plans, a potential investor also keeps an eye on the narrative your company presents and the value it stands for, alongside the impact your company is already making. A strong communication strategy enables crafting targeted messages tailored to the investor community and the vision they stand for.

Engaging investors through communication or any other stakeholder involves embracing various channels and platforms. Companies leverage traditional methods such as press releases, newsletters, financial/impact reports, investor meetups, and modern avenues like social media, webinars, and podcasts. An integrated approach that blends these mediums ensures a broader reach and deeper



ILLUSTRATION: ZARIF FAIAZ

and reflect what the organisation stands for, and hence, investing in this stakeholder relationship is vital. In startups and fast-growing companies, where change is constant, effective communication and public relations help create a cohesive and informed workforce.

The bedrock of this relationship is clear and transparent communication using relevant channels to build trust and engagement. Regular updates on company goals, achievements, and challenges also foster a sense of belonging and purpose among employees. Open avenues for feedback,

Jaago, UNICEF, and Generation Unlimited hold boot camp in Dhaka for young entrepreneurs

The JAAGO Foundation Trust, in collaboration with Generation Unlimited and UNICEF, organised the imaGen Ventures Youth Challenge 2023 Boot Camp in Dhaka. The three-day residential workshop provided a transformative platform for the youth from Dhaka to ideate, co-create, and develop impactful community solutions addressing gender inequity and climate change using human-centred design approaches.

During the three-day boot camp, 52 young participants worked in teams to turn their ideas into projects tackling climate issues and gender inequality within their community. Guided by expert facilitators, participants honed their problem-solving skills and developed unique solutions that could drive positive changes within their communities and

beyond.

The participants pitched their initiatives during Pitch Day showcasing their emerging innovations to a panel of judges. The top three most innovative and impactful solutions were awarded seed funds of US\$1,000 each with dedicated mentorship and incubation support to develop their projects further. Additionally, seven other boot camps will occur in seven divisions in the following months.

Guests, including Md. Abul Kalam Azad, President of Generation Unlimited Bangladesh, Emma Brighton, Deputy Representative UNICEF Bangladesh and Korvi Rakshand, Chairman of JAAGO Foundation Trust, joined the event alongside representatives from public, private, youth and development sectors.



Why building a strong network is vital for professionals

In today's dynamic professional landscape, the significance of building a robust network cannot be overstated. It's not just about accumulating business cards or LinkedIn connections - networking for professionals is a strategic investment in your career that goes beyond mere social interaction.

Here are some ways in which building a strong network can help professionals stay ahead of the curve:

Unlocking opportunities:

Networking serves as your backstage pass to a world of opportunities. From job openings and collaboration prospects to industry insights, your network can open doors that might otherwise remain firmly shut. In a competitive job market, knowing the right people can make all the difference.

A fountain of knowledge: Think of your network as a treasure trove of knowledge waiting to be discovered. Engaging with professionals from various backgrounds can provide fresh perspectives and insights into your field. It's like having your advisory board that can help you stay sharp and innovative.

Building trust and credibility: Trust is the currency of professional relationships. When you build a network of trustworthy connections, your credibility in your industry grows. Recommendations and referrals from respected individuals carry significant weight. This trust is cultivated over time through reliable interactions and a proven track record.

Resource sharing: Your network can be an invaluable resource hub. Whether you need advice, mentorship, or access to industry-specific tools, your connections can provide it. In times of professional uncertainty, a well-nurtured network can be a lifeline.

A trusted mentor or colleague can offer guidance when you need it most.

Career development: Your career journey is an ongoing process. Your network can provide insights into potential career paths, help you identify your strengths and weaknesses, and offer guidance on how to

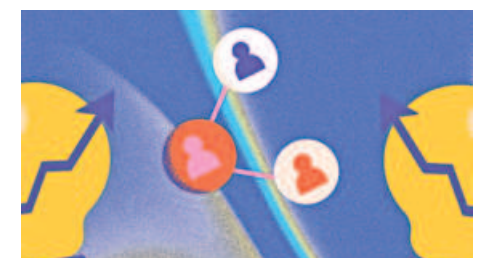


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achieve your goals. This support system can be instrumental in making informed career decisions.

Staying informed: In today's fast-paced world, staying informed is crucial. Networking can help you keep up with industry trends, emerging technologies, and market shifts. This knowledge can give you a competitive edge and ensure you're always prepared to adapt to changes in your field.

Professional growth: Professional growth isn't just about climbing the corporate ladder; it's about expanding your skillset and broadening your horizons. Through networking, you can discover new opportunities for personal and professional development, including workshops, conferences, and training programs.

Peer support: The journey of a professional

JOBS SPOTLIGHT



1. Coca-Cola Bangladesh Beverages
ACCOUNTS PAYABLE EXECUTIVE

Deadline: 10 September

Eligibility:

- Bachelor's/Master's degree in Finance/Accounting from a renowned university
- Professional Certification (CA/ACCA) from reputed firm will be preferred
- Strong analytical and numerical skills

Minimum experience: 3 years

Apply through Coca-Cola Bangladesh Beverages' official LinkedIn page.



2. Plan International Bangladesh - PROTECTION SPECIALIST

Deadline: 10 September

Eligibility:

- Must have practical experience in protection, especially child protection
- Needs to have experience with people management and technical aspects of child protection
- Needs to have excellent skills in project planning and design, drafting, calculation and technical writing

Minimum experience: 3 years

Apply through the official LinkedIn page of Plan International Bangladesh.

3. Marico Bangladesh Ltd
SENIOR BRAND MANAGER



Deadline: N/A

Eligibility:

- Bachelor's/Master's degree in business from any reputed university
- Must have experience in brand management, preferably in FMCG companies
- Needs to have working knowledge in brand development, brand building and activation

Minimum experience: 4 years

Apply through the official LinkedIn page of Marico Bangladesh Ltd.