

Navigating Complexity in a Changing Global Environment

Communicating Impact,
Demonstrating Value, and
Driving ROI Across
Regions

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Direct Communication Matters Now



Global uncertainty increases leadership demand for clarity and measurable outcomes



Direct messaging reduces geographic and cultural misalignment



Leaders prioritize concise narratives supported by data

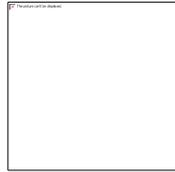


Communication is an opportunity to show your value and discuss your strategy

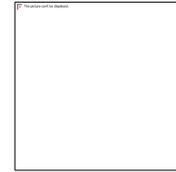
Reporting Impact Across Diverse Regions



Align regional metrics to global strategic commercial objectives



Standardize reporting frameworks while allowing local context

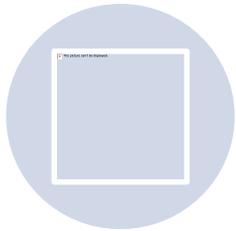


Use comparable KPIs across markets

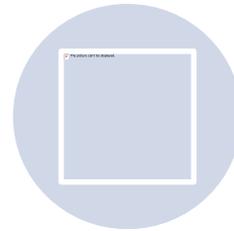


Highlight regional wins through a global commercial lens

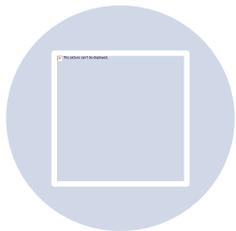
Crafting Compelling Internal Narratives



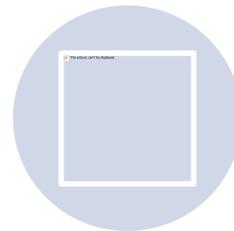
Start with business outcomes, not activity summaries
- avoid leg speak, Hill name-dropping



Translate operational work into strategic value



Frame achievements around risk reduction, growth, or efficiency



Use storytelling structures executives can quickly absorb using your corporate jargon

Presenting Data That Resonates With Leadership

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Focus on
trends,
benchmarks,
and forward-
looking
insights



Avoid data
overload –
prioritize 3-
5 key metrics



visualize
progress
using
timelines and
comparison
charts



Tie every
data point to
a business
decision or
outcome

Tracking Team Performance and ROI

1

Define
clear
performance
indicators
tied to
benchmarks

2

Use
quarterly
scorecards
across
regions

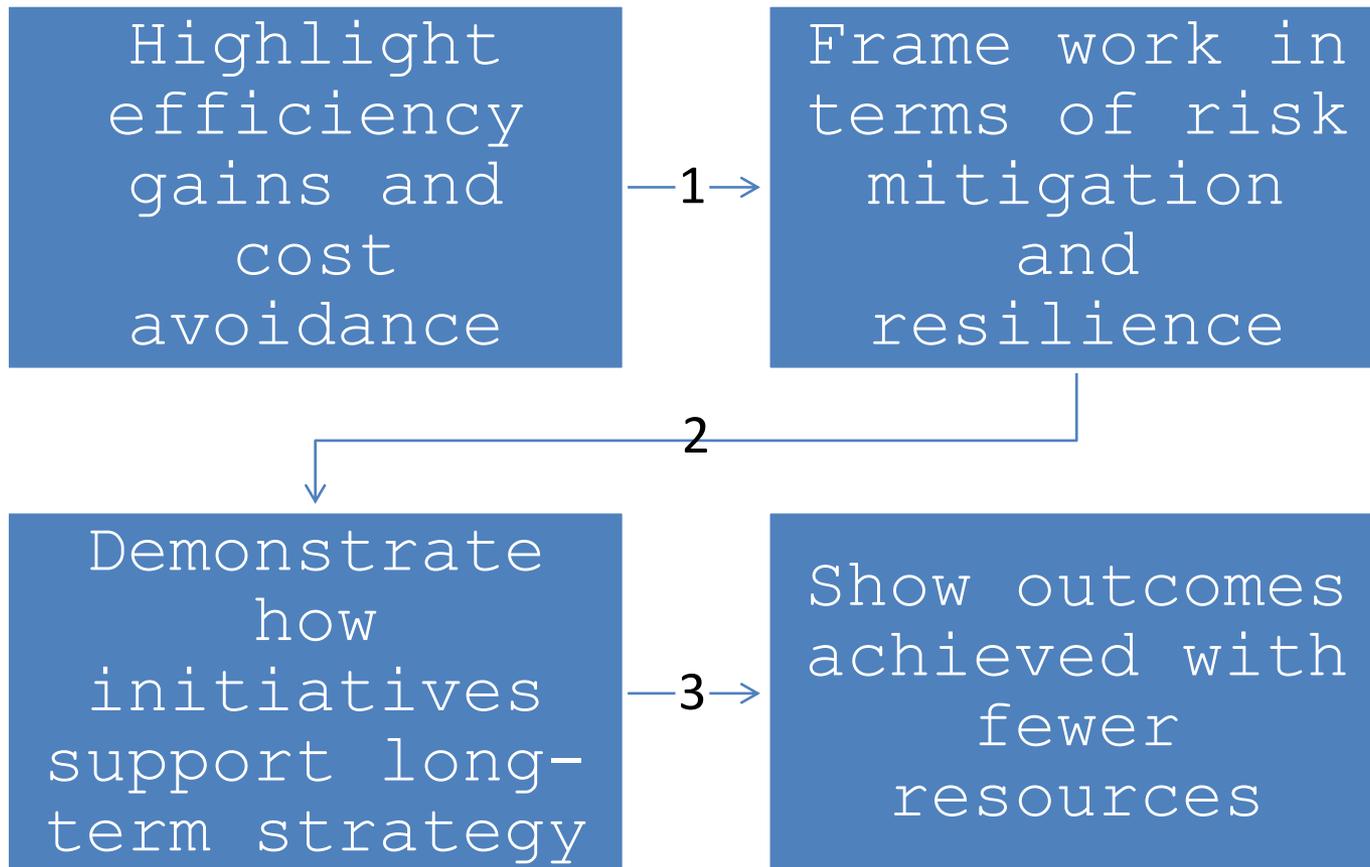
3

Measure
both
quantitative
outputs
and
qualitative
impact

4

Compare
against
industry
standards
to
demonstrate
value

Showcasing Impact During Budget Constraints



Tailoring Reports for Diverse Executive Audiences



Practical Techniques for Maximum Internal Impact

Create a
consistent
global
reporting
template

Build
dashboards
that
leadership
can revisit
independently

Use
executive-
ready
language
focused on
outcomes

End every
report with
clear next
steps or
strategic
asks

DIAGEO

In Canada

Diageo is headquartered in Toronto, Ontario, and counts about 760 passionate employees. The company supports over 9,700 jobs across its operations, distribution, retail and hospitality sectors. With three facilities (Gimli, Manitoba; Amherstburg, Ontario; Valleyfield, Quebec), **Diageo is one of the major producers of spirits in Canada.**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit, Smirnoff, Ciroc, Ketel One, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Our products are sold in nearly 180 countries around the world.



FACTS

- 12 million cases of spirits are produced in Canada every year
- More than 200 SKUs are produced in Canada
- Canada is the home of Diageo's Crown Royal whisky
- Diageo Canada invested nearly \$800,000 in the past 4 years to promote inclusive growth and encourage responsible drinking behaviors in Canada.
- Over the last three years, we have invested \$75 million to develop some of the most technologically advanced and environmentally sustainable distilleries and production capabilities in the world
- During the pandemic, Diageo Canada has pledged \$200K to support bartenders and hospitality workers impacted by the sanitary crisis.