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**Mission of Public Affairs** 

To elevate, reinforce and protect the S&P Global brand and reputation around the world through one voice, one company.



**S&P Global** 

# All crises start somewhere





### **Emerging forms of communications are driving issue narratives**



#### **Policymakers**

International Bodies

Customers

Executives Legislatures **Relationships Rule** Policy Institutions Regulators Agencies Social Media Media **Experts** Central Banks Universities NG0s Broadcast Think Tanks Digital Media Third Party Groups Donors Lobbying Firms Trade Associations Electorate **Advocacy Funding** Issuers Corporate Government Affairs Wall Street Sources Intermediaries Influencers

# **Keys to Success**



Establish a clear set of values and principles



A strong brand protects your reputation



**Build strong ties to your business** 



Communicate regularly & break down silos

### **Keys to Success**



**Embrace feedback** 



Consider political dynamics when engaging externally



Build teams that are flexible and knowledgeable



Give back in local markets

