

Top 10 practice tips

Integrated thinking

1. Collaborate, from the start: Plan the report with a cross-functional team, with teams from across the organisation working together.



3. Materiality process as a management tool: Use the materiality process to focus on risks and opportunities that have the most impact on value creation, and develop strategy accordingly.



2. Tone from the top: Active steering and oversight from a forward-looking board that is willing to learn and embed integrated reporting and thinking across the organisation.



4. Stakeholders and purpose: Understand how each key stakeholder group enables your organisation to fulfil its purpose, and consider their legitimate needs and interests when developing strategy.



Communicating strategy

5. Focus on strategic goals: Identify a core set of long-term strategic objectives, develop rolling targets, and report on these consistently from year to year.



6. Connect strategies: Understand and articulate how topic-specific strategies and operational plans work together to support core strategic goals.



7. Break out of the template: Think consciously about how your unique business model supports the achievement of strategic goals, and make this link clear in the report.



Applying the multi-capitals model

8. Adapt the model: Know which capitals and components of capitals really matter to the achievement of your organisation's purpose and strategy and ability to create value, and report on them in terms that make sense to internal and external stakeholders.



9. Show why you care: Clearly explain the value of different capitals to your organisation.



Ensuring consistency with financial reporting

10. Work at the connections: Put in place active mechanisms to ensure that the integrated report is consistent with the financial statements – in the numbers, the events and transactions reflected, and in its underlying assumptions.

