

# SUCCEEDING IN THE AGE OF STAKEHOLDER CAPITALISM

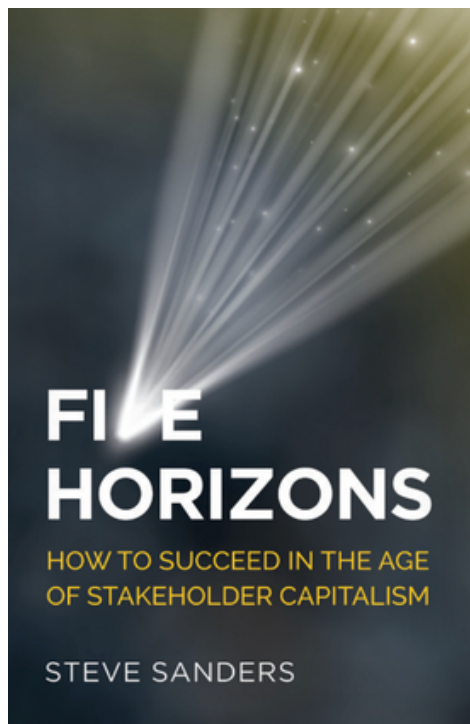
There is no doubt that we are in the midst of a once-in-a-generation Great Shift that will usher in fundamental global transition across all areas of life and commerce. The world is changing and businesses that want to not only survive but thrive in the future have no choice but to change with it.

In his new book, **Five Horizons**, straight-talking market strategist Steve Sanders unapologetically demonstrates that the 'profit-first-and-last' mindset no longer serves society. The time for conventional thinking has passed and to succeed in the future, businesses must look to new horizons.

Within **Five Horizons** the reader is invited on a journey of discovery; they will identify their purpose and decide what their business stands for. Guided through the deconstruction of assumptions that are limiting potential, Steve allows them to understand, address and resolve the issues that people care about most to have far-reaching impact. He illustrates how a business can share its principles and values to attract and retain both customers and employees whilst also differentiating itself in the marketplace. When these steps are followed, the reader will see their company value multiply.

*'Five Horizons offers a wealth of insight and knowledge that will prove useful to anyone involved in business, whether a start-up or corporate leader.'*

**Tony Cooper, Chairman, LegalDW, former partner at Deloitte and Merryck & Co**



For Steve, challenging norms has become a helpful habit. Having built businesses and rescued businesses to multi-billions, Steve's approach and models are embraced in start-ups, scale-ups, and corporates. He has become best known as the go-to market strategist, boosting company-level value, re-thinking ambition and then embedding systematic enablers for scale success.

Steve explains, "We are entering a time of changes in underlying go-to-market conditions that generally aren't foreseeable, at least not without a considerably altered mindset. The aim of this book is to enlighten and equip you, so that you may secure market leadership and improve company-level value during this time of disruptive transition."

**Five Horizons** is an ideal read for those who understand the mission criticality of satisfying their implicit duty of care to all - customers and shareholders first, but also employees, suppliers, the environment and communities wherever they make an impact; satisfying government and regulators at home and in all markets; and all this amid a changing profile of investors or lenders.

**Five Horizons** is a calling for business leaders to provide leadership. If you class yourself as a business leader, now is your time to step up and heed the call of history to make a difference.

## ABOUT THE AUTHOR

**Panoma**  
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Steve was born in Liverpool. In childhood he lived there, in California and Johannesburg, and throughout his career has lived or worked in over twenty countries on four continents. Steve's belief as a global citizen, is that he is but a small part of the unified global human organism, trying to make the best impact possible in this life. He now is a Fellow of the Institute of Directors, MBA strategy guest speaker, and advisory board member in companies and charities, all aligned with strategic sustainability.



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