

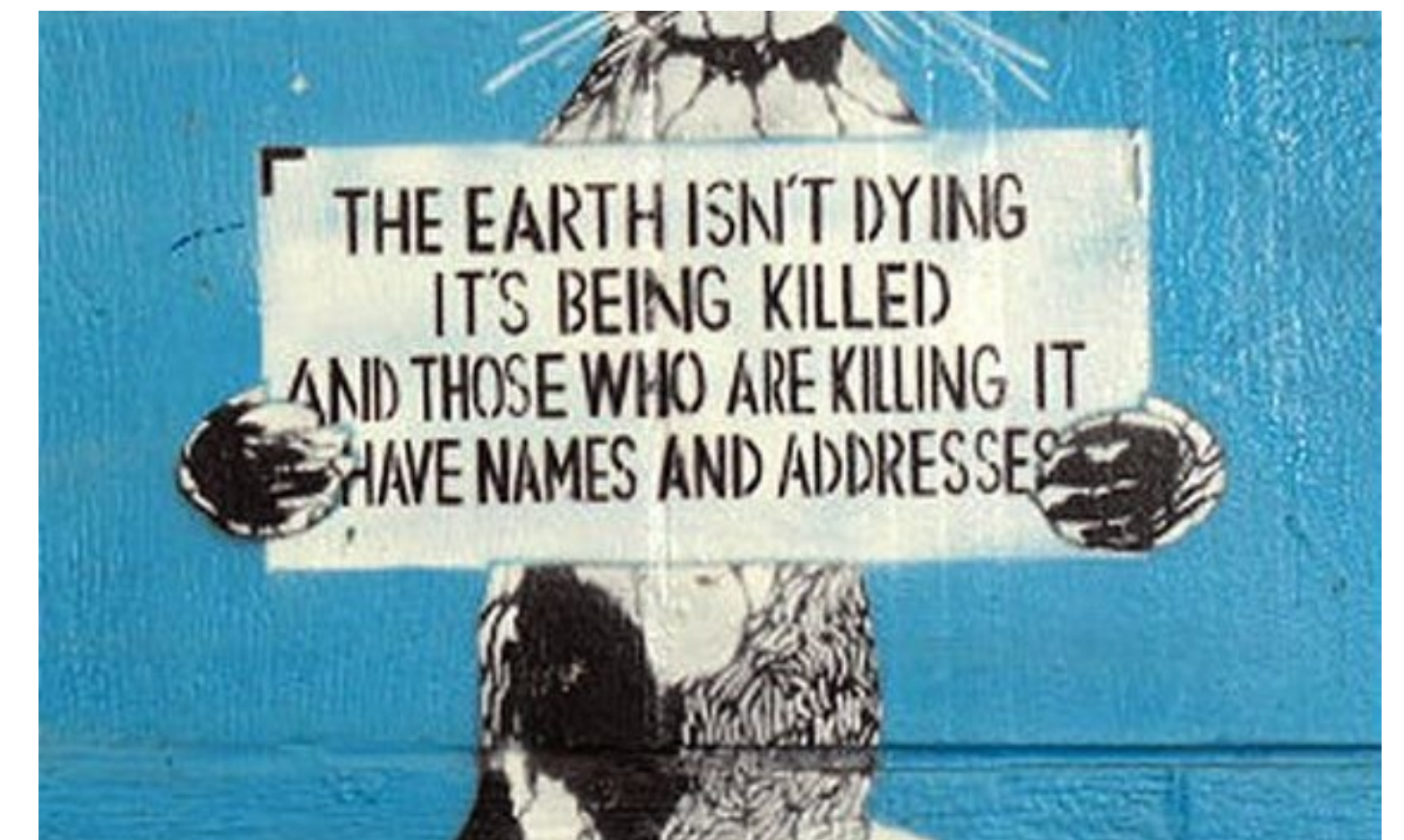
Corporate Watch

MODULE 3:

RESEARCHING INDIVIDUALS

AIMS OF THIS SECTION

- ▶ Get a basic understanding of why researching individuals can be tactically useful.
- ▶ Learn basic skills in how to research individuals using company websites, LinkedIn and more.
- ▶ Understand what information could be useful to ascertain about individuals within a company.



WHY RESEARCH PEOPLE?

- ▶ You are aiming to identify decision makers and work out who actually has the power within a company or project hierarchy e.g. directors vs. workers.
- ▶ Knowing the individuals managing a company or project can give insight into its strategy and direction.
- ▶ Knowing who the individuals are means you can map out someone's networks e.g. people who may be giving them contracts, 'friends in high places'.
- ▶ Understanding someone's worldview is useful in informing strategy.
- ▶ Campaigns have successfully leveraged actions against Directors/CEOs to win victories.

HOW TO FIND DIRECTORS AND BOARD MEMBERS

- ▶ Nearly all corporations will have a website with a detailed overview of their Board Members and Management Team.
- ▶ For example: <https://www.g4s.com/who-we-are/our-people/our-group-board>
- ▶ Smaller companies may not list this information. However, it can be found via Companies House (see previous lesson).

RESEARCHING INDIVIDUALS

- ▶ There are many ways to research a person beyond a company website:
- ▶ Using the Companies House website to find past and current directorships
- ▶ Using LinkedIn - an absolute gold mine of information
- ▶ Looking at their personal social media profiles
- ▶ Social media profiles of friends and family can also give insight and more personal information that someone may not share on their own professional platform
- ▶ Testimonies from ex-employees or whistleblowers

RESEARCHING INDIVIDUALS

As always, come back to:

- ▶ What information is strategically useful for your campaign?
- ▶ What are your research goals?



RESEARCH QUESTIONS – DIRECTORS

- ▶ Do they have an interesting history?
- ▶ Is there a record of scandals or controversies?
- ▶ Do they have any external interests e.g.
 - ▶ Do they run other companies?
 - ▶ Are they on any other boards?
 - ▶ Do they contribute to a certain charity?



RESEARCH QUESTIONS – BOARD MEMBERS

- ▶ What do you think they bring to this board?
- ▶ What is their relationship to big shareholders?
- ▶ Do they have important external interests? e.g.
 - ▶ Are they politicians or connected to politicians?
 - ▶ Do they work for other powerful corporations?
 - ▶ Are they connected to charities?

EXAMPLE: ANTI-VIVISECTION MOVEMENT



EXERCISE: CEO SKETCH

- ▶ Revisit the company you are researching.
- ▶ Confirm who the Chief Executive Officer is and write a short paragraph about them looking at the questions in this presentation.



EXERCISE: BOARD MEMBERS

- ▶ Revisit the company you are researching.
- ▶ Create a mind map of the Board Members. Look at the questions in this presentation and make a few comments about each of them.

