



## COMPANY

- We have a problem with the regulation that affects us — we are looking for tools to put forward our arguments
- Legislative changes are on their way (upcoming EC Directives) and we must present our opinion in the debate on specific regulations
- We want to show others — clients, business partners, regulators — our place in the market.
- We are celebrating our anniversary and we want to carry out a reliable assessment and show how important we are
- We want to show that we also have our share in handling global challenges
- We want to show that we made the right investment decision
- We want to strengthen our marketing and PR initiatives
- We are looking for the basis for reviving our business strategy and improving our sales
- We are working on an integrated report of our



## INDUSTRY/ INTEREST GROUP

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- We want to pursue our goals in accordance with the evidence based policy, we want to be reliable and we need an independent expert opinion
- As a group we are economically significant and we want to show it



## ADMINISTRATION

- We are working on a new regulation and we need an external opinion and reduction of workload for our team
- We need to intensify our activities in the debate with the stakeholders opinion leaders so as to become more reliable and convincing
- We want to show that our regulatory initiative will have a positive impact on the budget and the society
- The EU regulatory initiative may undermine Poland' s interests — we need the support of an independent and renown European entity

# Deloitte.

company

- We are considering expansion of our business in the CSR area
- We have problems with attracting/retaining staff
- We are facing or we may face reputational problems