



The C-Suite Beat

May, 2021
Monthly Insights in Accounting, Finance, HR, Marketing, & ESG

Welcome to the C-Suite Beat. A monthly round-up of news, insights, and perspectives from Dream Source Solutions to help leaders develop business and talent strategies in the post-pandemic economy.

If you are thinking about raising capital or selling your business, this newsletter is for you! SPACs, IPOs and ideas to increase corporate valuations, this month, we highlight areas your organization should prioritize and optimize in order to increase your valuation.

ACCOUNTING & FINANCE



The use of Special Purpose Acquisition Companies (SPACs) has continued to be on the rise. SPAC's raised over \$83B in 2020, and out-paced traditional IPO transactions, but is this bubble about to burst? Whether your company is looking to rapidly go public with an SPAC or follow the IPO path, your Accounting books and records need to be accurate, organized, and available. 2-3 years of audited Financial Statements need to be consistent and comparable to tell your growth story. [Learn more about the differences between SPACs & IPOs](#)

Accounting & Finance Services

MARKETING & PUBLIC RELATIONS



Can PR really increase your valuation when selling your business?

Financial, estate & tax planning are undeniably necessary priorities prior to selling your business, often overlooked is a well executed Public Relations campaign, which increases company valuations. According to Forbes article Five things Great PR can help your brand achieve - Drive Greater Valuations, "Public relations can help play a role in driving greater valuations with investors. Looking for a return on investment, investors want to place their money in brands that are credible and expansive and have a positive image. For brands, it is vital that they constantly engage with the interested party, demonstrating the core values of their company and projections for future performance. Positive press mentions and exposure is a key factor in determining brand image. The ability to demonstrate a strong track record, industry interest, popular product placement and respect from consumers can play a vital role in determining valuation at both the investment and sale stages."

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HUMAN RESOURCES



Generation Z Workforce moving the needle on Diversity & Inclusion

Gen Z (Members are born between 1997 and 2015) is being far more selective in how they assess organizations and their sustainability and social responsibility initiatives. This goes from how they choose to spend their money on products and services, to how they choose their future employers. A recent study shows that 9 out of 10 Gen Z'ers factor in a company's corporate responsibility before they buy from them. Similar studies show that the same shift is happening amongst Millennial and Gen Z professionals when they are seeking a job. Read recent article "For younger job seekers, diversity and inclusion in the workplace aren't a preference. They're a requirement." in the Washington Post to understand these changing priorities and how to attract a diverse and inclusive talent.

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Environmental, Social, Governance



Increasingly studies are showing that organizations who make Sustainability and Social Responsibility a priority, improve long term value creation.

Proactively addressing material ESG risks, setting goals, priorities and metrics while providing transparent disclosures allows companies to control the conversations with all stakeholders. Although current ESG disclosures are not required on 10-K's and 10-Q's, more and more public companies are reporting ESG disclosures. In fact 90% of S&P 500 companies publish some form of sustainability report. We do not anticipate disclosures to remain voluntary in the future as the largest asset managers and investors continue to request increased disclosures that are consistent, comparable and include material ESG data. In addition, we are in a rapidly evolving regulatory environment and expect additional guidance as the SEC created The Climate and ESG Task Force in March 2021 to proactively identify ESG related misconduct.

So how do companies get started with their own ESG Journey? How do you make the best determination on what is relevant for your company? How do you report clear and accurate information that truly reflects your organization goals and priorities? Listen to Stacy Mytty - CEO & Founder of Dream Source Solutions respond to this question on how companies can get started with ESG.

Get Started