Category

Strategy

Investor & Capital Markets Strategy Playbook

Treating investor strategy as a deliberate discipline, not a quarterly reporting obligation

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for defining your target investor base, the capital markets narrative that attracts them, and the engagement cadence that keeps the relationship between strategy and valuation coherent over time.

Is this only relevant for publicly listed companies?

The core discipline — knowing your target investor base and telling a consistent strategic story to it — applies to privately held companies raising capital too, though public companies have additional quarterly reporting obligations this playbook also addresses.

How is this different from general investor relations (IR)?

IR typically executes communication and manages the reporting calendar. This playbook is the strategic layer above IR — deciding who your target investors should be and what capital markets strategy serves the business strategy, which IR then executes.

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