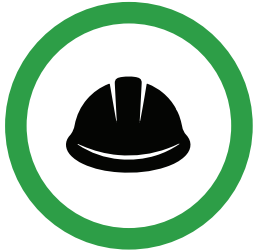


Stakeholder Golden Rules



1. Safety

Safety is our number one priority - keep the public safe and never put yourself in dangerous situations.



6. Protect

Look after our reputation, follow brand guidelines, and consult the Comms Team about any risks or communications.



2. Smile

Always be polite and friendly, maintain good eye contact and an open mind.



7. Solve

Mitigate noise, traffic and other impacts proactively, and look for sustainable ways we can improve.



3. Listen

Let the stakeholder talk, hear what they're saying and be understanding of different points of view.



8. Deliver

Manage expectations, keep promises realistic and always do what you say you will.



4. Empathy

Put yourself in the stakeholder's shoes, how would you like to be treated?



9. Share

Add your news and photos to Yammer/Viva Engage. Follow MCD's LinkedIn and share, like, & comment on our posts.



5. Communicate

Notify stakeholders with simple, accurate, accessible information well in advance of works, and update regularly.



10. Media

Never post about MCD on your social media or talk to the media. Send all queries to the Comms Team.