



**Course Name:**  
**ACTIVE OWNERSHIP**

**Instructor: Nawar Alsaadi, FSA, SIPC**

**Format:**

- 1 hour of on-demand videos
- 3-4 hours of readings
- Integrated quizzes

This is one of a kind foundational course that focuses on shareholder engagement and lays out whole shareholder engagement process; from setting the goals to impact tracking and reporting.

## **COURSE CURRICULUM**

### **Introduction: What is Active Ownership?**

1. What's Active Ownership? Does Engagement Really Enhance Shareholder Value?
2. Where Does Active Ownership Fit in The Responsible Investing Universe?

### **Section 1: Goal, Objective, and Metrics**

1. Engagement Overview
2. Engagement Goal
3. What's Your Engagement Objective
4. Engagement Target (s) & Metrics
  - Engagement Metrics (Supporting Example: SASB, Adobe Inc.)
  - Screening for Engagement Targets

### **Section 2: Engagement Process**

1. Defining Engagement Scope
2. Setting KPIs & Milestones, and Timelines (Supporting examples: Federated Investors, SASB, Adobe Inc.)
3. Selecting Engagement Approach
4. Selecting Communication Method
5. Engagement Letter Writing (Supporting Example: TCI Fund Management)
6. Establishing an Escalation Strategy
7. Writing & Submitting Shareholder Proposals
8. Internal Communication & Coordination
9. Engagement Job Function Integration

### **Section 3: Engagement Reporting**

1. Reports' Frequency and Accessibility
2. Reports' Comprehensiveness
3. Record Keeping
4. Engagement Impact Reporting (Supporting Example: Kempen Capital Management)

### **Section 4: Key takeaways**

- ✓ Integrated quizzes
- ✓ Additional reading resources