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What Should You Say to Investors When There's Nothing Pressing

Following up on [our series of shareholder engagement blogs](#), some years you'll be lucky and things are going swimmingly for the company and it doesn't seem like investors will want to meet. Investors often say that they don't want to meet just for the sake of meeting. But how do you know for certain whether that's the case for you. The answer is "you don't." So a good approach is an email that reads something like: "Here's a few things that have been going on with our company over the past year that you might not know about. Is there anything else that you want to know about? Anything top of mind? We are happy to have our normal exchange if you think it would be of value to you." That approach is a little better than saying something like: "As you probably know, our company has had a real good year and we haven't heard any complaints from shareholders. But if you still want to conduct our normal exchange, we are happy to do it." This first approach is less presumptive – and it feels like more of a true exchange that builds a better relationship.

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