

# THE HUMPHREY/ GROUP



## Investor Relations Communication Services

Helping your company craft and share the most compelling story to the investment community

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# We develop leaders who inspire investors.

For the last decade The Humphrey Group has helped investor relations teams build their skills and the skills of the executives they must prepare.



## Effective Communication Drives Shareholder Value

Running a successful public company involves not only operating a strong business but being able to communicate the story to the investment community. Analysts and investors want to understand the thesis for the business and the future potential it holds. To craft and tell this story requires clear thinking, strong messaging and the ability to deliver presentations and Q&A in a way that inspires confidence.



## Competitive Differentiation

While most public companies have an Investor Relations function, only a few view the function as a competitive differentiator. Those that do recognize it can lead the way in working with management to craft and convey the narrative that builds conviction in the investment community through both good and challenging times. These companies recognize that this investment of time and energy can translate to increased shareholder value and realize the valuation the business deserves.



Having worked with them both personally, I have the utmost respect for Paul Butcher's IR knowledge and The Humphrey Group's leadership communication training and approach. The combination of the two allows companies to make investor relations a competitive differentiator.

- Mike Cory, COO, CSX

**THE  
HUMPHREY/  
GROUP**

**Our Solution**

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# Elevate Your IR Function

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The Humphrey Group has a strong track record of helping Investor Relations (IR) teams shape and deliver the right story. Working with both the IR team and the executives they support, we focus on crafting a narrative and then delivering it with clarity and authentic presence. Drawing on our own intellectual capital and the deep investor relations expertise of Paul Butcher, award-winning IR executive, we offer a unique set of services and training to help your company excel on every investor stage.

Contact Paul directly to learn about our services at [pbutcher@thehumphreygroup.com](mailto:pbutcher@thehumphreygroup.com)



## About Paul Butcher

Paul leads The Humphrey Group's Investor Relations practice. He enjoyed a 30-year career at CN including most recently 14 years leading the IR function, during which time he engaged The Humphrey Group. The close collaboration with THG gave Paul a deep appreciation of how IR communications can be a competitive differentiator. He brings a passion for working with clients who want to enhance their ability to maximize shareholder value through strategic communications.

Paul has been recognized as one of the best Investor Relations Officer (IRO) over his career with many awards from the IR Awards Magazine, including best IRO in Canada in 2016 and 2022.



# Building Confidence with the Investment Community

We think about investor relationship preparation in a holistic approach that ensures executives feel confident about this challenging task.



## Preparing Executives

Building capability in individual executives who interact with the investment community.

## Preparing for Earnings Calls

Developing clean and consistent messaging amongst the speakers.

## Mastering Q&A

Building skills in handling investor Q&A, an important aspect of investor interaction.

## Developing Future Talent

Developing the next generation of leaders who will interact with the investment community.

## Delivering a Successful Investor Day

Working on investor days and preparing each individual with personalized feedback.

# The Humphrey Group Difference

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## IR Knowledge

Paul's deep understanding of the IR industry means we understand the unique challenges and opportunities of investor communication.



## Foundation of Expertise

Our Investor Relations programs are grounded in our Leadership Model, which is based on more than 35 years of expertise and experience working with clients like you.



## Personalization

All Investor Relations communications engagements are tailored to your company and investor needs.



## Applied Learning

Our work is not theoretical but rather focused on upcoming investor communications.



## Measurable Results

Third party perception studies and analyst/investor input demonstrates that strong communication is measurable.



The Humphrey Group helped Overbay Capital plan and execute our first ever Client Day and AGM. Their counsel encompassed everything from the story we told, the speakers we selected and preparation we did, and we couldn't be happier with the impact of that work.

**- Rob McGrath, Founder & Managing Director Overbay Capital Partners**

## Trusted by Top Organizations of All Sizes.



## The Humphrey Group Difference

- More than 35 years of experience
- Interactive, hands-on learning
- Feedback-rich development
- Flexible delivery options
- Access to self-directed sustainment
- Seamless experience through digital learning platform
- An approach that combines mindset + toolset to develop exceptional leadership communication skills



## About The Humphrey Group

### We are the Leadership Communication Experts

Our singular focus on leadership communication guarantees a depth of expertise unmatched in the market. For over 35 years, The Humphrey Group has developed leaders to be better, more inspiring communicators, increasing their ability to drive action, build trust, and create alignment across the organization. We are passionate about our purpose to teach and promote inspiring communication. When you're inspired, you inspire others, and the outcome is greater engagement, stronger results and enduring organizational success.

#### CANADA

Calgary  
587.287.7718

Toronto  
416.362.0005

Vancouver  
604.568.7495

#### MEXICO

Mexico City  
52.55.7645.6685  
(WhatsApp Business)

#### UNITED STATES

Milwaukee  
262.207.4788

Houston  
281.291.8448

#### EMAIL

[contact@thehumphreygroup.com](mailto:contact@thehumphreygroup.com)

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[contact@thehumphreygroup.com](mailto:contact@thehumphreygroup.com)  
[www.thehumphreygroup.com](http://www.thehumphreygroup.com)