For this project, assume the role of a professional consultant hired by an executive management team. Choose any company that you want (only work with others in your group) from any industry other than petroleum and prepare a performance measurement report than can be provided to external stakeholder groups. As a guide, use the information provided in the book, *The Value Reporting Revolution*, and Royal Dutch/Shell’s, *The Shell Report* or any other company’s responsibility report for external stakeholders. Note that your report does not have to look in any way like Shell’s report (and certainly does not need to be as long). To complete this report, you should consider the following issues: (1) Who are the external stakeholders for the organization? (2) What types of financial and nonfinancial information do you believe that they would like to see reported? (3) How can this information best be conveyed to enhance transparency? For this paper, your group is presenting its project to the BOD/executives as the customer. On Monday December 6 or Wednesday December 8—depending on your draw, you are to spend 20 minutes presenting your product to the BOD/executives. Assume that the company might utilize your results or hire another firm who has performed a similar analysis. All reports are due on Monday the 6th.