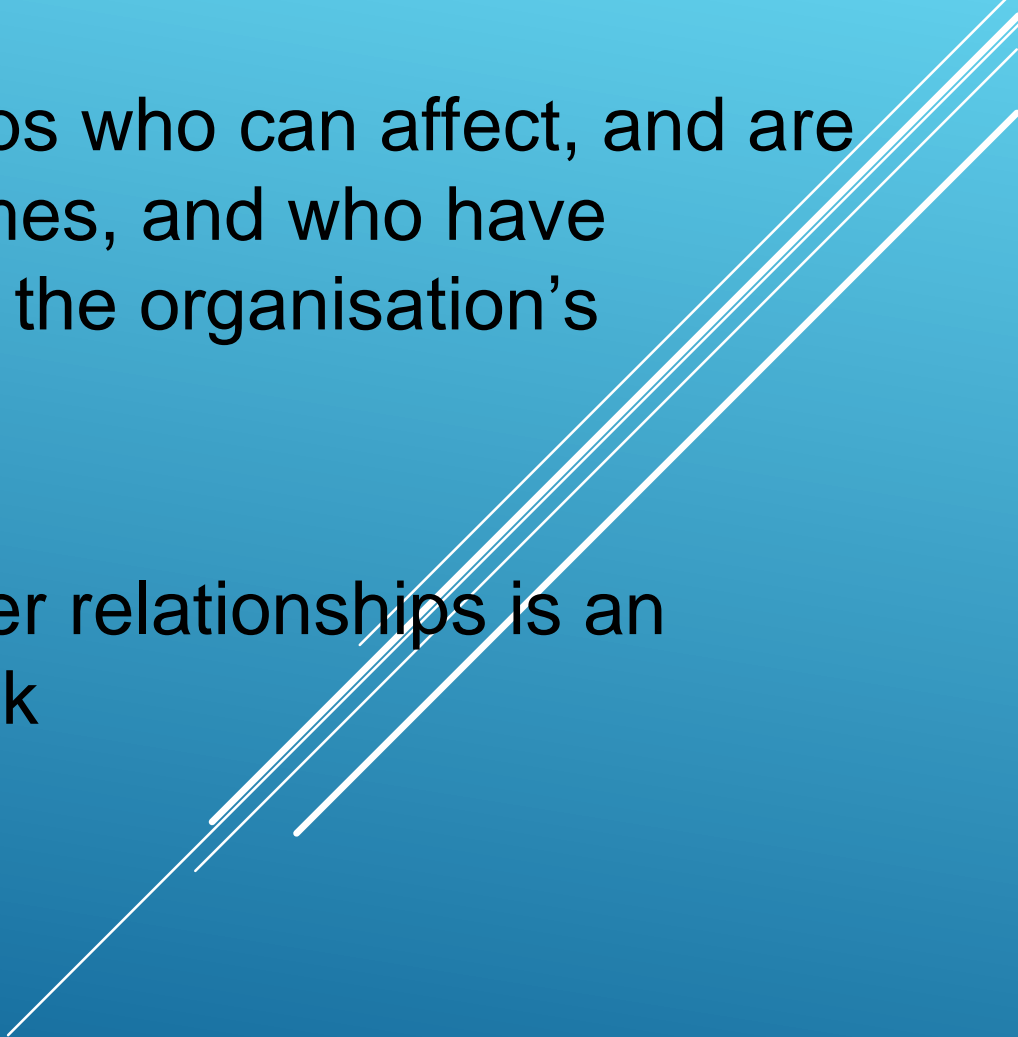


# **Managing stakeholder relationships**

Dr Simon G Martin

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# Stakeholders

- Individuals and groups who can affect, and are affected by the outcomes, and who have enforceable claims on the organisation's performance.
  - Managing stakeholder relationships is an important strategic task
- 
- Several white lines of varying thickness and length are drawn diagonally across the bottom right portion of the slide, starting from the right edge and extending towards the bottom left.

# Stakeholder groups

## Market stakeholders

- Primary customers/clients
- Government and other agencies
- Suppliers
- Communities
- Unions

## Organisational stakeholders

- Board
- Employees

## Capital stakeholders

- Sponsors/funders

## The natural environment

- Resources
- climate

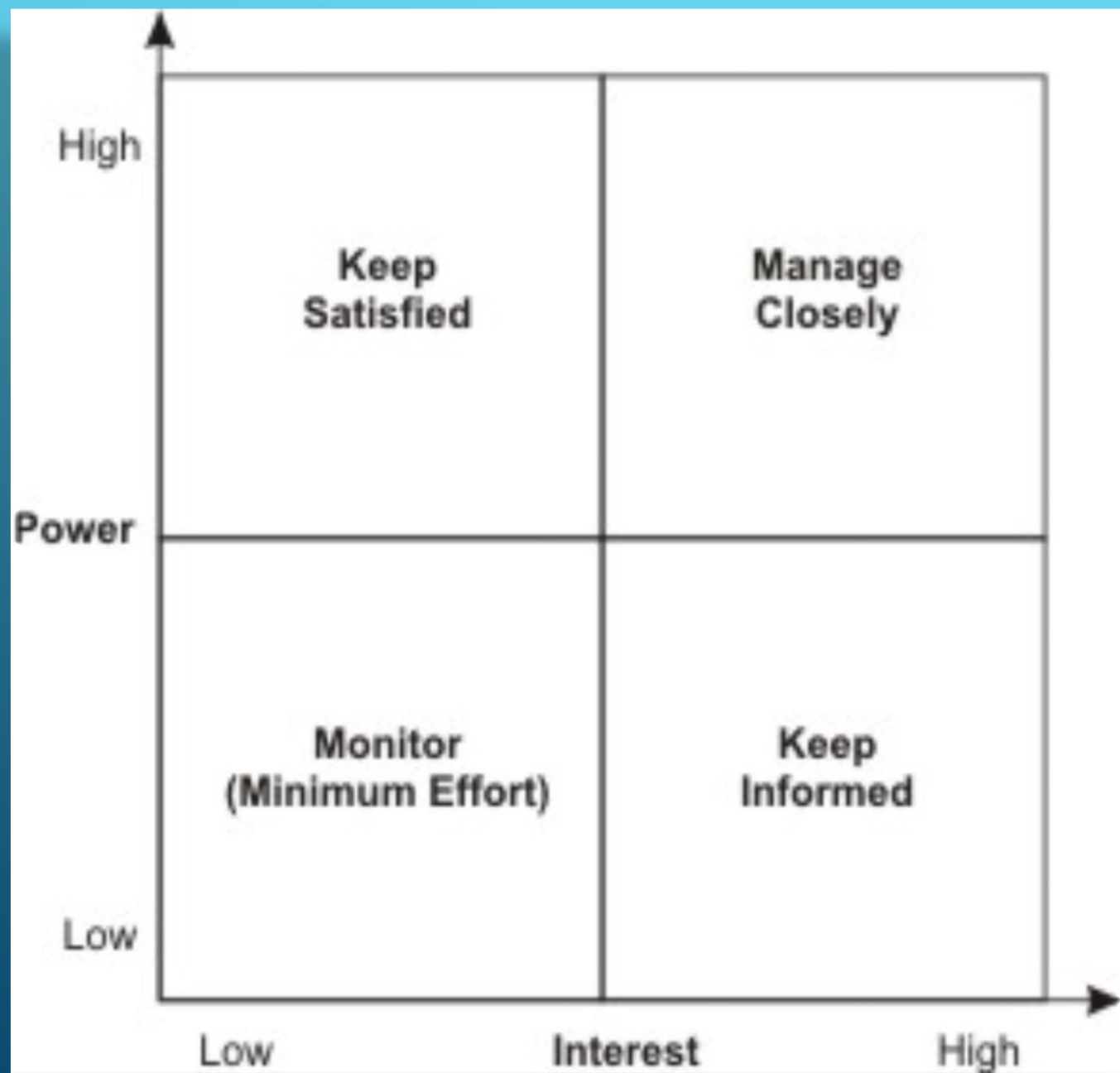
# Stakeholder impact analysis

- The goals of different stakeholder groups may conflict
- An organisation needs to prioritise demands and distinguish between competing demands
- An organisation will wish to give highest priority to the most important stakeholder

# Stakeholder impact analysis

Steps in stakeholder impact analysis:

- Identify stakeholders
- Identify stakeholders' interests
- Identify resulting claims stakeholders are likely to make
- Identify most important stakeholders (prioritise)
- Identify the resulting strategic challenges



# What is the risk?

Need to conduct a systematic process to evaluate potential risks that may be involved



Severity

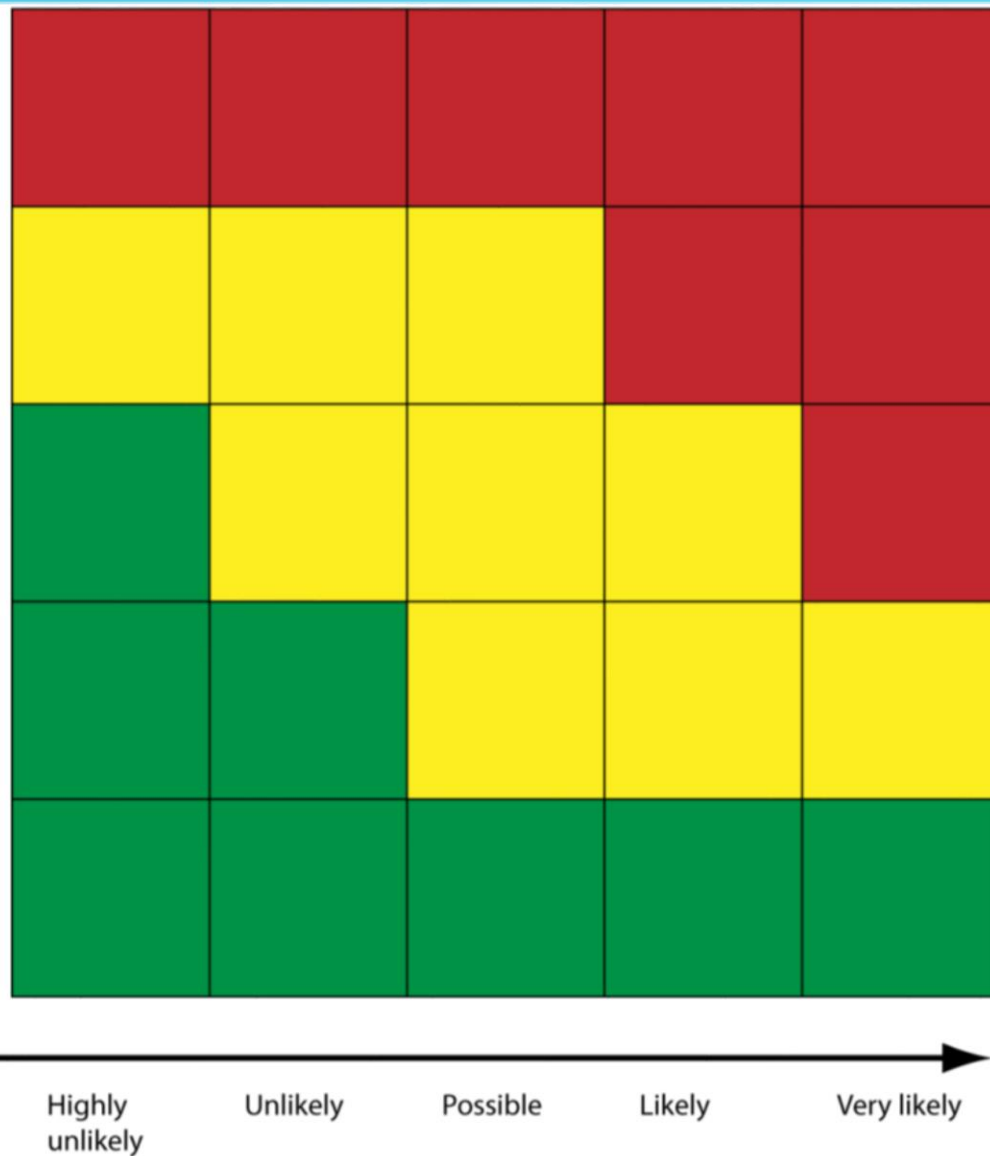
Extensive

Major

Medium

Minor

No impact



Categories


- Not acceptable
- Alarm
- Acceptable

Probability



# Making it work well

Different levels within organisations have different needs

- CEO/Board level
  - Managerial level
  - Operational level
- 
- A series of four parallel white diagonal lines in the bottom right corner of the slide, pointing towards the top right.