



Inform, Inspire, Energise



**STAKEHOLDER MANAGEMENT
PRESENTATION**

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Stakeholder Management

Desired Outcomes

- To understand what Stakeholder management is all about, and its value ✓
- To identify your stakeholders ✓
- To analyse and understand them ✓
- To begin to develop strategies for managing them ✓

Definition

- A person, group or organisation that has an interest or concern in an organisation.
- Stakeholders can affect or be affected by the organisation's actions, objectives and policies. Some examples of key stakeholders are creditors, debtors, Directors, employees, government (and its agencies), owners (shareholders) and its suppliers, unions and the community from which the organisation draws its resources.
- Not all stakeholders are equal.

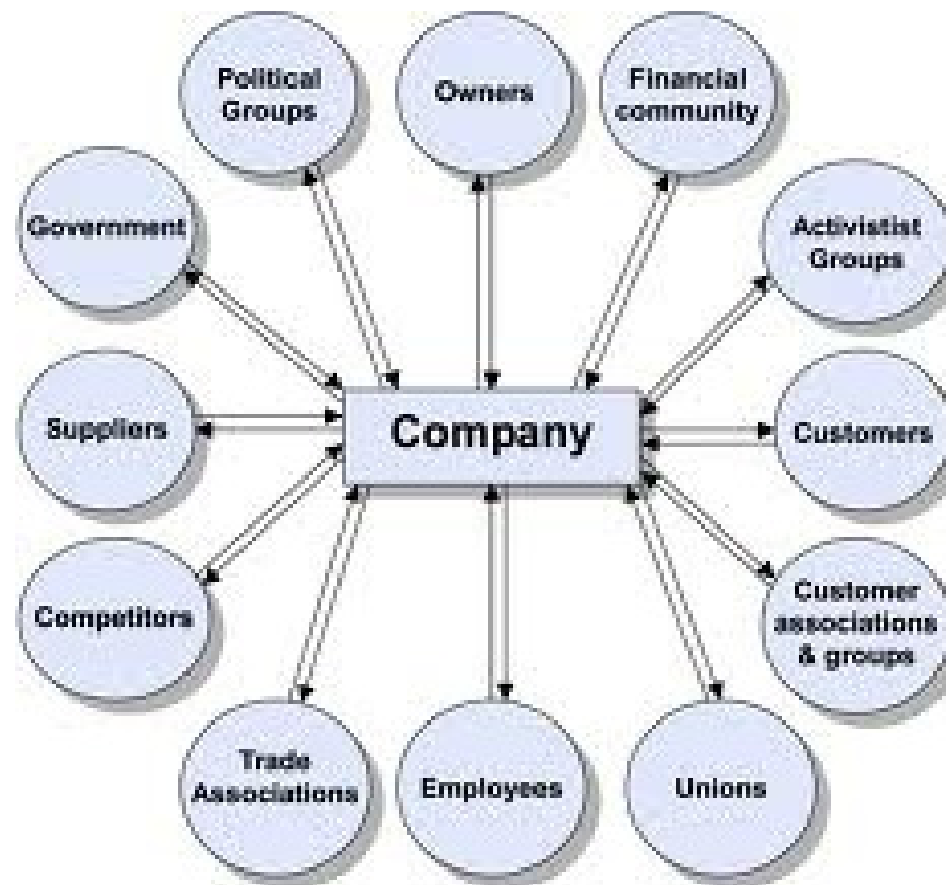
What is a stakeholder?



Definition

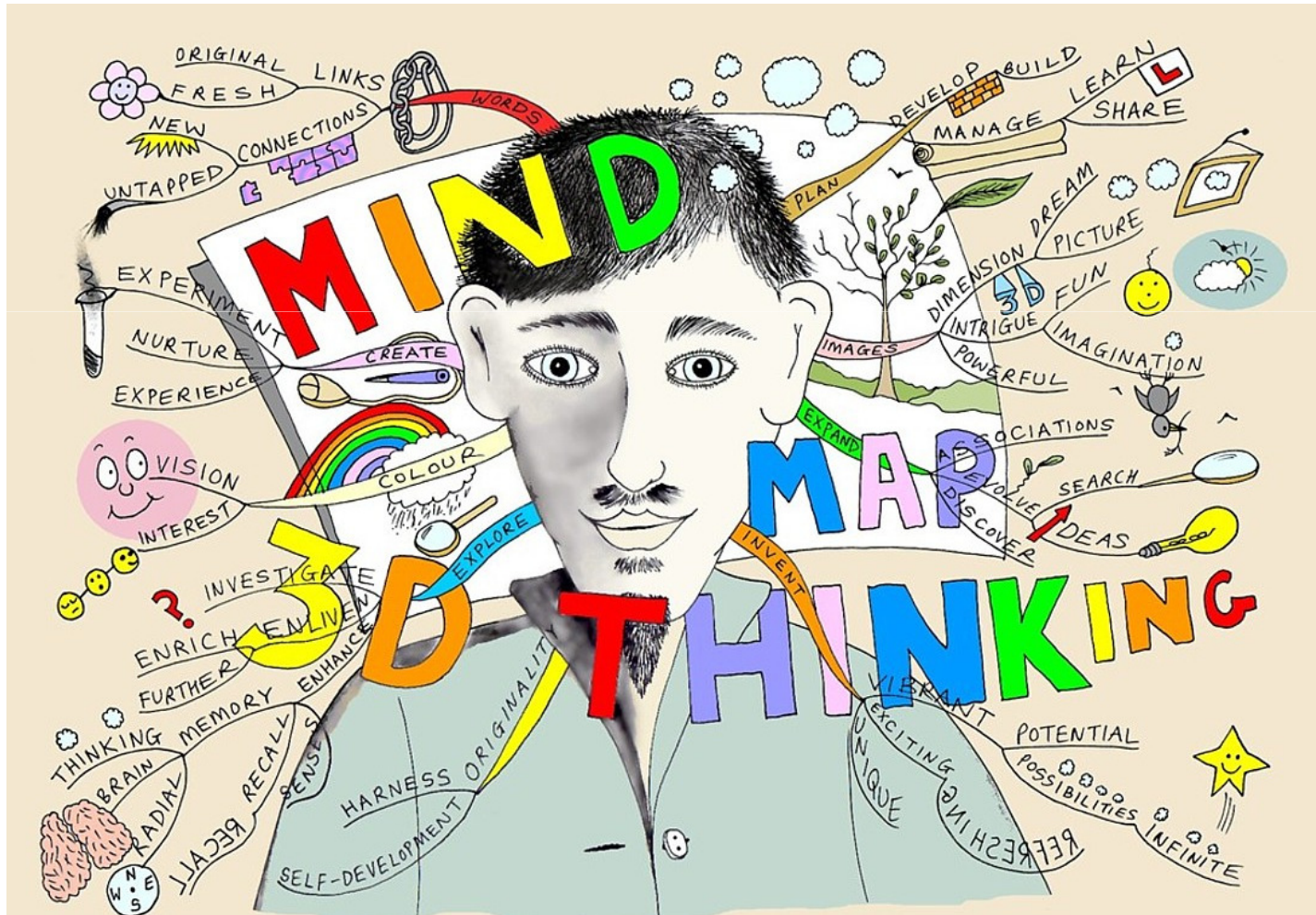
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Who are yours?



Get Creative

- Create a map of the stakeholders of your organisation or department
- Be specific, not generic



Our stakeholders are...



Stakeholder mapping

Mapping stakeholder organisations gives us context ...but it is individuals, their relationships and dynamics that we work with

Create a stakeholder map

“The shoe that fits one person pinches another”

Carl Jung



Stakeholder grid a



Stakeholder	How much power do they wield as individuals?	How much power do they wield within the group?	Total Power	What financial interest do they have?	What emotional interest?	Total Interest
Gary Barlow						
Louis Walsh						
Nicole Scherzinger						
Sharon Osborne						
Simon Cowell						

A closer analysis.....

What do we know about them?

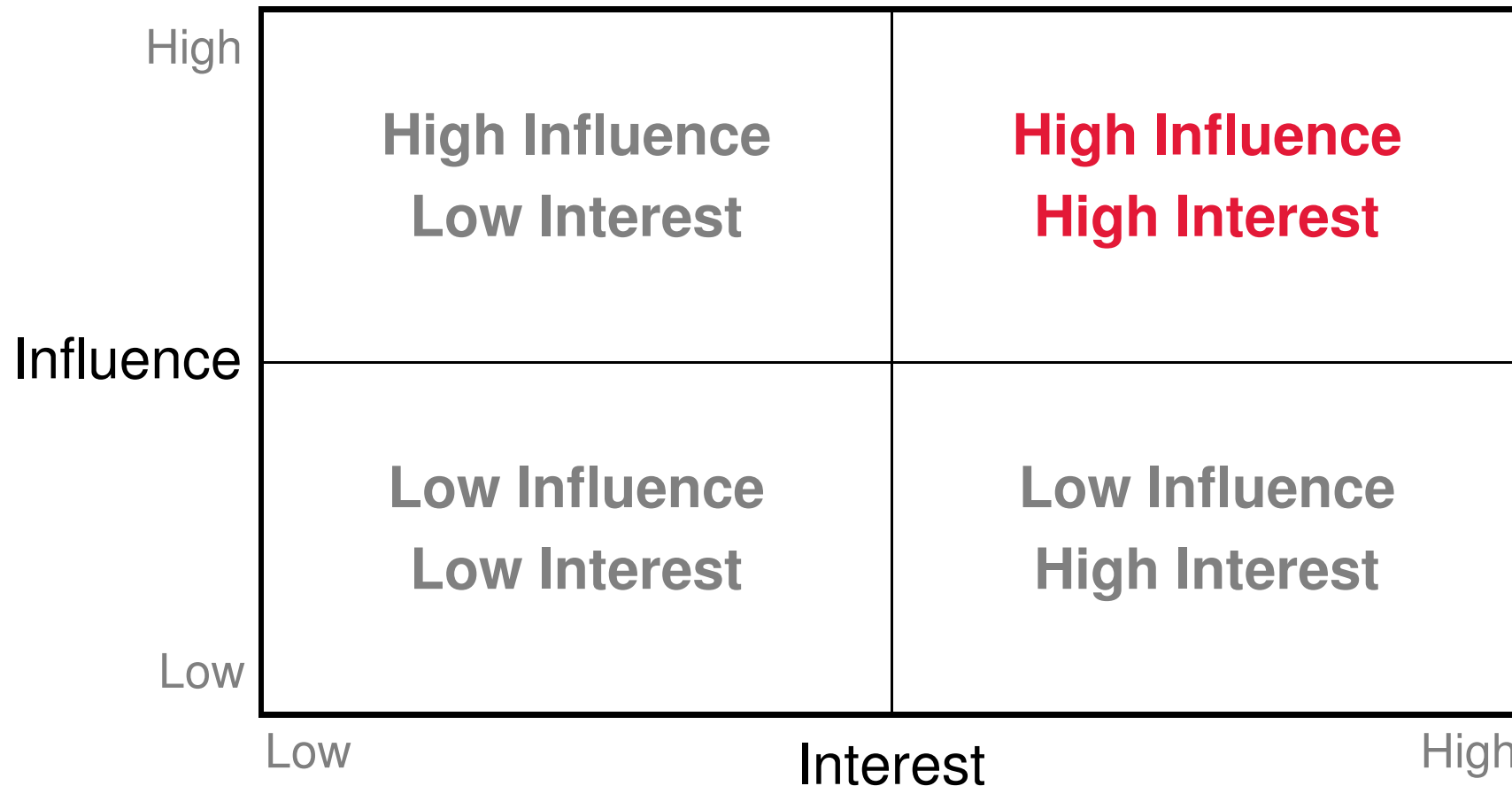
- What interest do they have in us/our projects?
- What motivates them?
- What information do they want from us?
- What is their current view of us?
- What shapes that view?
- What do we want from them?
- If they're not positive about us, what would turn them into advocates?
- If they're resolutely negative, how do we manage opposition?
- Who else is influenced by them?

How do we manage them?

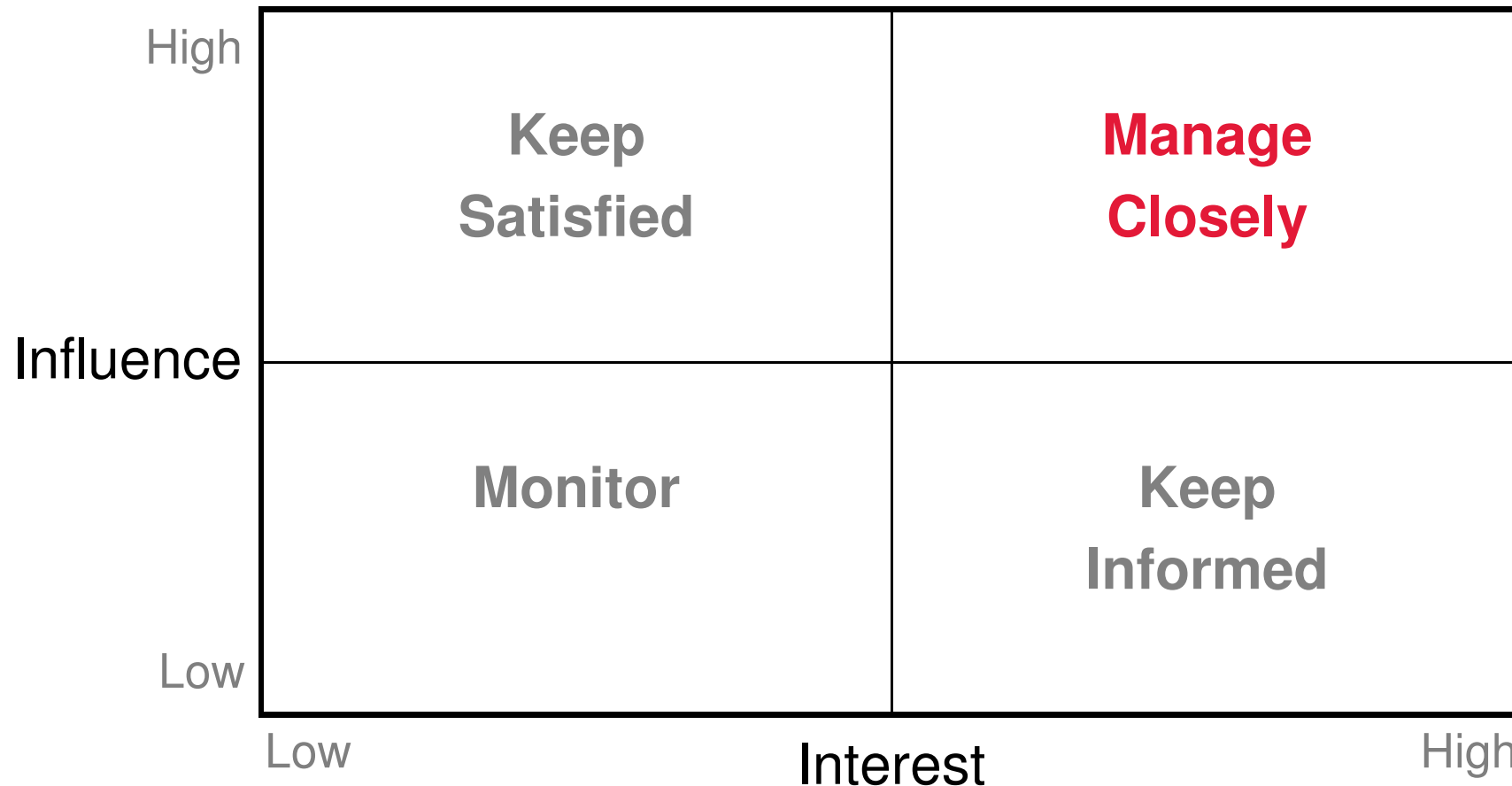
**KNOWLEDGE IS KNOWING
A TOMATO IS A FRUIT.
WISDOM IS NOT PUTTING
IT INTO A FRUIT SALAD.**

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Stakeholder mapping



Stakeholder mapping



Develop a strategy to manage them

What's their currency?

Currency	Strategy
Inspiration related	People who value these currencies want to find meaning in what they're doing. They may go out of their way to help if they know in their heart that it's the right thing to do, or if it contributes in some way to a valued cause. You can appeal to these people by explaining the significance of your project or request, and by showing that it's the right thing to do.
Task related	These currencies relate to the task at hand and to getting the job done. Here, you'll want to exchange resources such as money, personnel, or supplies. You could offer to help these people on a current project they're working on. Or you could offer your expertise, or your organisation's expertise, in exchange for their help.
Position related	People who value this currency focus on recognition, reputation and visibility. They want to climb the organisational ladder, and to be recognized for the work they're doing. Here you'll want to appeal to this sense of recognition by publicly acknowledging their efforts.
Relationship related	People who value relationships want to belong. They want strong relationships with their team and colleagues. Make these people feel they're connected to you or your organisation on a personal level. Offer them emotional support and understanding. Use active listening, so that they can talk about their problems. And say "thank you" to show gratitude for the good work they're doing for you, or have done for you in the past.
Personal related	These currencies relate to the other person on a personal level. You can appeal to this person by showing them sincere gratitude for their help. Allow them the freedom to make their own decisions if they're helping you on a team. Keep things simple for them, so they don't feel hassled helping you.



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