

STAKEHOLDERS



Content

Stakeholders Analysis.

Stakeholders Communication.

Corporate Social Responsibility.

Not all stakeholders are equal. Some stakeholders are less important to a business than others. The business would class them as either;

Primary stakeholders

Secondary stakeholders



PRIMARY STAKEHOLDERS

People or groups **seen by the business** to be vital to the organization's success or failure.

For a restaurant a supplier may be considered a primary stakeholder, as the entire reputation depends upon the quality of the food from the supplier.

Key Primary Stakeholders

For all organizations the key primary stake holders are;

The Owners /Shareholders

The staff / Managers

The customers

Some also regards suppliers as key stakeholders.

Secondary stakeholders

People or group who feel involved in the organization's success or failure,

whether or not the management agree.

Example of secondary stakeholders:

Local residents who may be affected by traffic noise from deliveries or by pollution from smelly or smoky factory or firms.

You are about to open a restaurant in a small town. What are your primary and secondary stakeholders?

Primary stakeholders	Secondary stakeholders
Customers living in neighboring town.	Local journalist looking to write an article about the restaurant opening.
Local farmers supplying meat, vegetable, and dairy to restaurant.	Local residents objecting to increased traffic and parking problems.

Identify your stakeholders



Think of all the people who are affected by your business, who have influence or power over it, or have an interest in its successful or unsuccessful conclusion.

Your boss	Shareholders	Government
Senior executives	Alliance partners	Trades associations
Your coworkers	Suppliers	The press
Your team	Lenders	Interest groups
Customers	Analysts	The public
Prospective customers	Future recruits	The community
Your family		

What makes them stakeholders in your business ?

- **Shareholders** including investors, owners, partners, directors, people owning shares or stock, banks and anyone having a financial stake in the business.
- **Customers** including clients, purchasers, consumers and end users. (ISO 9000 also includes beneficiary but this term can apply to any stakeholder. Purchasers also include wholesalers, distributors and retailers).
- **Employees** including temporary and permanent staff and managers. Some texts regard management as a separate stakeholder group but all managers are employees unless they happen to be owners who also manage the organization.
- **Suppliers** including manufactures, service providers, consultants and contract labour.
- **Society** including people in the local community, the global community and the various organizations set up to govern, police and regulate the population and its interrelationships.

Stakeholder Communications



Project manager must understand and communicate with all the stakeholders of a project. The project sponsor is very important stakeholder that needs to be satisfied with the outcome of a project.



Communication Needs Assessment

- What are the communication goal?
- What communication vehicles will be most effective?
- When do stakeholders need to receive communication?
- Are there any project spokes people or project champions?
- Who are the key stakeholders (internal and external)?
- What potential supporters exist within customer groups?
- What are the key messages that need to be communicated?
- What is process to handle customer questions/complaints?

Responsible for Communication



Communication Strategy

Know who
Your
Stakeholders
Are.



Who's your target ?

Communication Strategy

Knows
your
stakeholder's
attitude.



What's their perception about what you are offering them?

Communication Strategy

Know how to reach
stakeholders



What and who do they pay attention to?

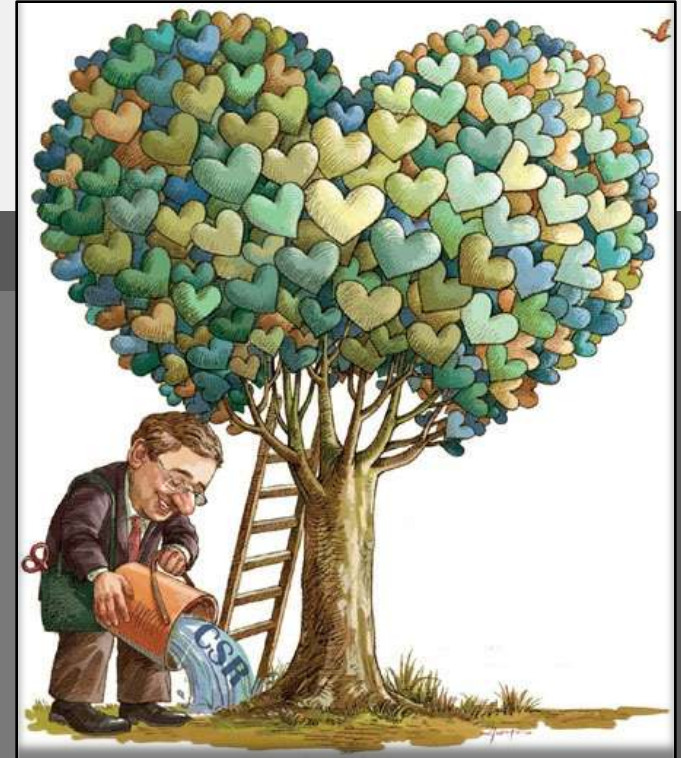
CSR Means....

- ✓ Conducting business in an ethical way and in the interests of the wider community.
- ✓ Responding positively to emerging societal priorities and expectations.
- ✓ A willingness to act ahead of regulatory confrontation.
- ✓ Balancing shareholders' interests against the interests of the wider community.
- ✓ Being a good citizen in the community.



Purpose of CSR

- To engage with internal and external stakeholders.
- Treating the stakeholders ethically.
- To create high standards of living.
- To protect society and environment.
- To take care of share holders.



Discuss the social issues facing your company

Labour rights:

- Right to organize.
- Safety and health.
- Health insurance.

Environmental conditions:

- Water & air emissions.
- Climate change.



Discuss the social issues facing your company

Poverty Alleviation

- Job creation.
- Public revenues.
- Skills and technology.





THANK YOU