



# Stakeholder Analysis

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# Goal Of The Workshop

To answer the following questions:

- Who are our stakeholders?
- Are there coalitions affecting our program?
- What is their power over our program?
- What are our responsibilities toward the stakeholders?
- What is our communications strategy toward our stakeholders? Is there potential for a threat to the organization or potential for cooperation? Is the strategy for communication to stakeholders to collaborate, involve, defend or monitor?

# The Overall Process:



# Results from Previous Workshops

- Workshop offers value - stakeholder information before development of strategic plan
- Timing is critical - integrated early in the strategic planning process
- Mapping system valuable-requires education
- Stakeholder Audit will require facilitation time in the workshop to resolve different perspectives and determine “the one voice” for the stakeholders

# Objectives of the Workshop

- Identify stakeholder issues with six modules.
- Each module will include learning materials, tools and current research that we can take back to our organization.

# Pre-Workshop Questionnaire

- What is your **definition** of a stakeholder?
- Who are your **internal** stakeholders? What kind of stakeholder are they for your organization (primary or secondary)? How would you like to communicate with them?
- Who are your **external** stakeholders? What kind of stakeholder are they for your organization (primary or secondary)? How would you like to communicate with them?

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- Next Steps
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# Module 1 Who Are Our Stakeholders?

- Goal
- Theoretical Explanation
- Process
- Learning Materials



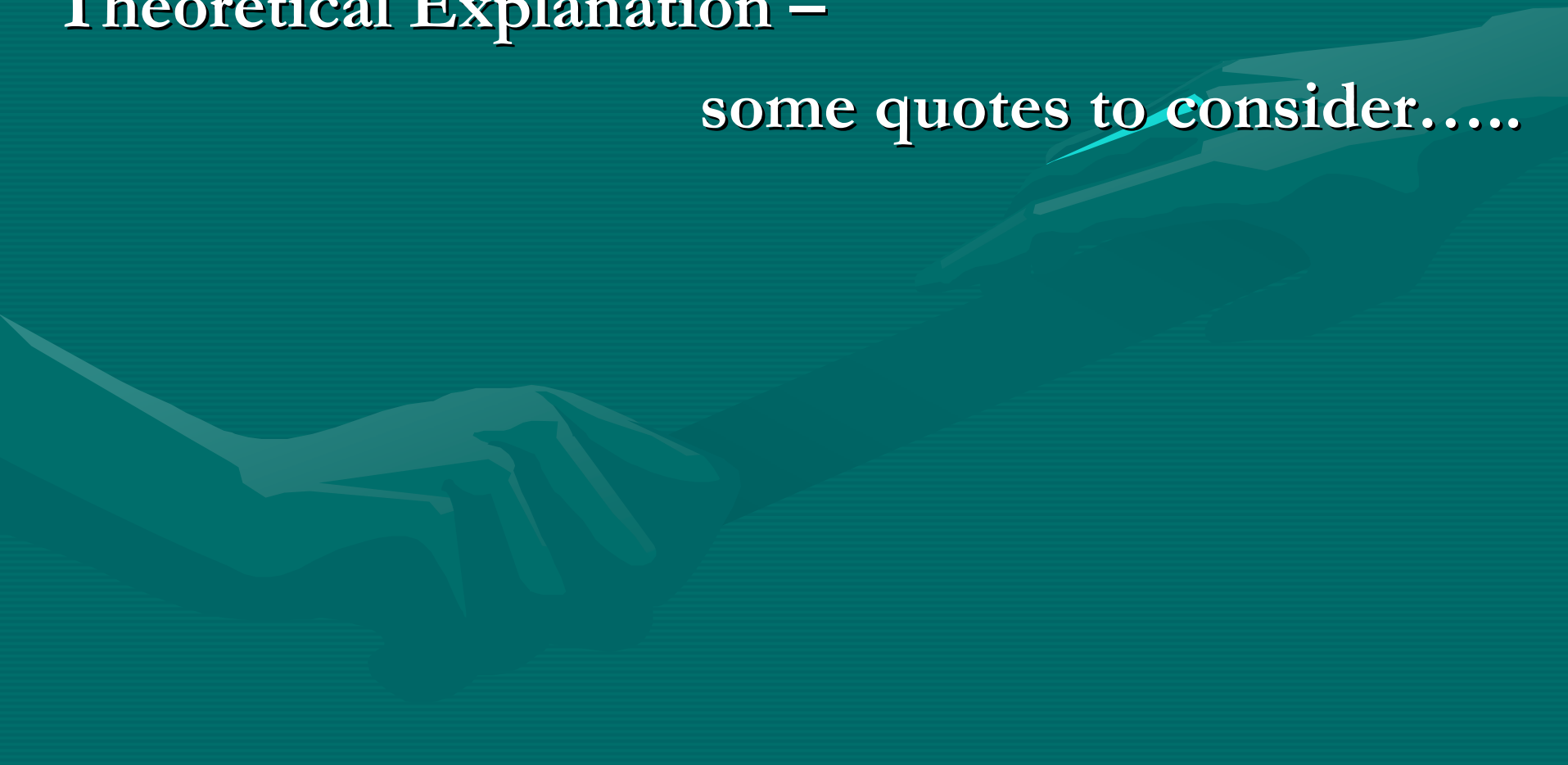
# Module 1 – Who Are Our Stakeholders?

- Goal: to understand who are our current stakeholders and potential stakeholders

# Module 1 – Who Are Our Stakeholders?

Theoretical Explanation –

some quotes to consider.....



# Module 1 – Who Are Our Stakeholders?

## Process

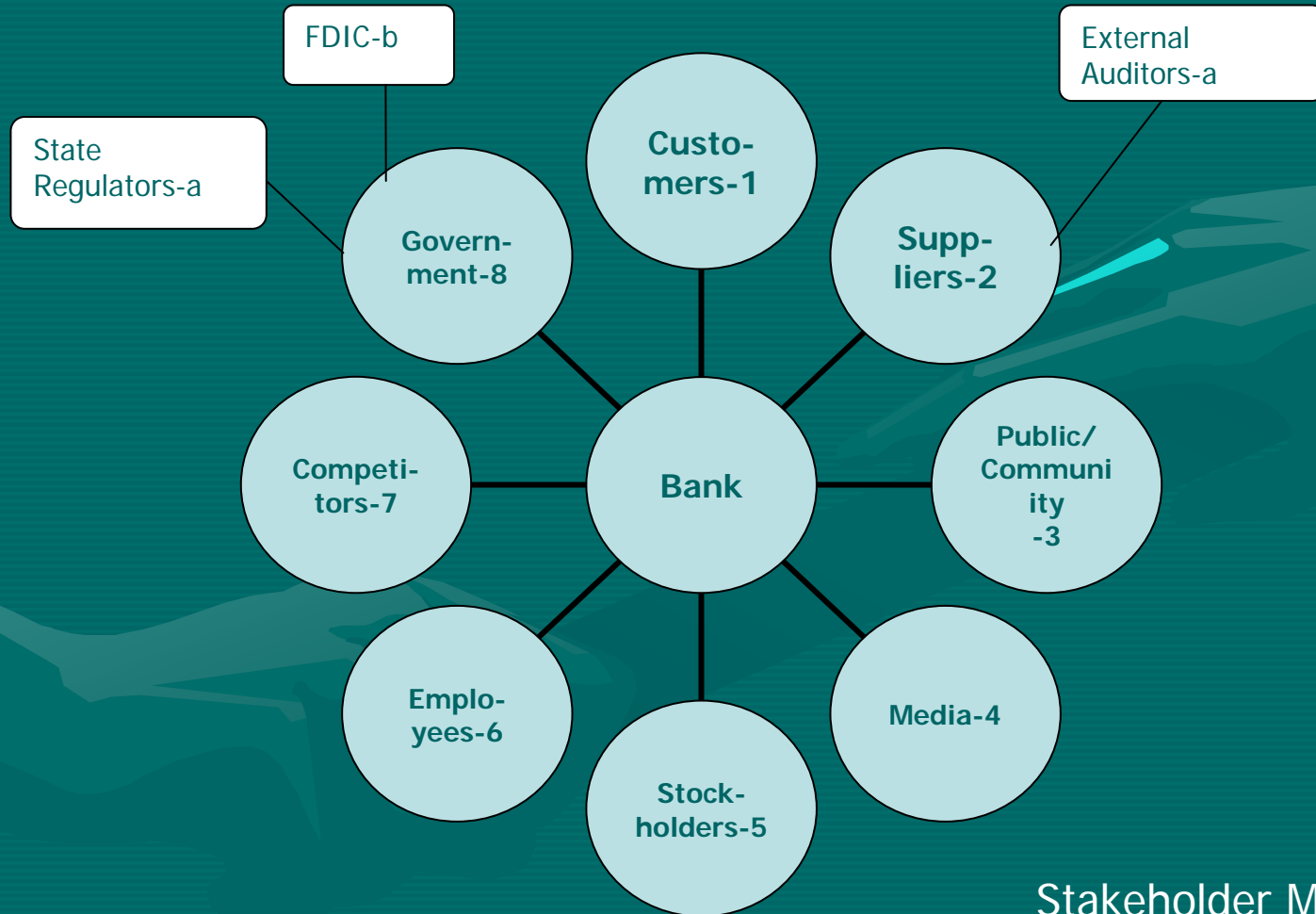
- This module will answer the following questions:
  - Who are our current stakeholders?
  - Internal stakeholders? External stakeholders?
  - Are they primary (ultimately affected by the organization) or secondary stakeholders (intermediaries that support the organization's mission and goals)?
  - Are stakeholders at subsidiaries different from the stakeholders for the main organization?
  - Who are our potential stakeholders (stakeseekers)?

# Module 1 – Who Are Our Stakeholders?

## Learning Materials – Stakeholder Map

- For each circle, add secondary circles with names or groups and note if internal or external stakeholders
- How would you draw a circle(s) for subsidiaries? Are they separate stakeholder maps or can they be included in the main organization's stakeholder map?
- Note next to each stakeholder code a “P” for Primary Stakeholder or a “S” for Secondary Stakeholder
- After each “P” or “S” code each secondary circle with an “a”, “b”, “c”, etc.

# Module 1 – Who Are Our Stakeholders?



Stakeholder Map

# Module 2 - What Are The Stakeholder Coalitions?

- Goal
  - Theoretical Explanation
  - Process
- 

# Module 2 - What Are The Stakeholder Coalitions?

Goal: to identify the kinds of coalitions our stakeholders have developed among themselves

# Module 2 - What Are The Stakeholder Coalitions?

Theoretical Explanation – some quotes to consider.....





# Module 2 - What Are The Stakeholder Coalitions?

## Process

Stakeholder coalitions can have a positive or negative effect on the organization. The reason why we want to determine the nature of the stakeholder interests and any coalitions they have developed is to determine what kind of power they have, positive or negative, and if the bank should pay attention to them. If the organization can pay attention to the coalitions, then it can develop a plan to deal with the issues that the stakeholders have currently and in the future.



# Module 3 - What Is The Nature Of Stakeholder Interests?

- Goal
  - Theoretical Explanation
  - Process
- 

# Module 3 - What Is The Nature Of Stakeholder Interests?

Goal: to determine the nature of each stockholder interest and its affect

# Module 3 - What Is The Nature Of Stakeholder Interests?

Theoretical Explanation – some quotes to consider.....

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# Module 3 - What Is The Nature Of Stakeholder Interests?

## Process

We are going to perform an audit of each stakeholder's interest in the bank. In this audit, we are going to sort each stakeholder as to which it is **active**, **inactive** or **potentially active** and if it is **for (+)** or **against (-)** the mission and goals of the bank. We are then going to set questions or edit a series of questions auditing the actions of each stakeholder, their belief system, cooperative potential and stakes. The goal with this module is for the team to have a more objective picture of the stakeholders, the overall situation the bank is facing, the players, and the bank's potential and actual role in the situation.

# Module 4 – What Is The Power Our Stakeholders Have Over Us?

Goal

Theoretical Explanation

Process

# Module 4 – What Is The Power Our Stakeholders Have Over Us?

Goal: to determine the power stakeholders have in our affairs

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# Module 4 – What Is The Power Our Stakeholders Have Over Us?

Theoretical Explanation – some quotes to consider.....



# Module 4 – What Is The Power Our Stakeholders Have Over Us?

## Process

The objective with this module is for the team to add one more piece to the Stakeholder Audit. We are going to use the Stakeholder Analysis diagram to analyze what is in it for each of our stakeholders...i.e. what is the nature of the power, identify allies and opponent strategies?

# Module 5 – What Responsibilities Do We Have To Our Stakeholders?

Goal

Theoretical Explanation

Process

# Module 5 – What Responsibilities Do We Have To Our Stakeholders?

Goal: to determine what responsibilities and moral obligations we have toward our stakeholders

# Module 5 – What Responsibilities Do We Have To Our Stakeholders?

Theoretical Explanation – some quotes to consider.....



# Module 5 – What Responsibilities Do We Have To Our Stakeholders?

## Process

The objective of this exercise of this module is for the team to matrix the stakeholders with the nature of the organization's responsibilities to the stakeholders in the areas of legal responsibilities, economic responsibilities, ethical responsibilities and voluntary responsibilities. The goal of this module is to help the organization develop targeted communication strategies for each group of stakeholders.

# Module 6 – What Are Our Communication Strategies?

Goal

Theoretical Explanation

Process



# Module 6 – What Are Our Communication Strategies?

Goal: to determine if the organization will collaborate, involve, defend or monitor the communication strategy with the stakeholders



# Module 6 – What Are Our Communication Strategies?

Theoretical Explanation – some quotes  
to consider.....

A faint, semi-transparent image of two hands shaking is visible in the background, centered behind the text. The hands are rendered in a light teal color, matching the slide's background.

# Module 6 – What Are Our Communication Strategies?

## Process

The Stakeholder Communication Strategy Matrix identifies the stakeholders and the communication strategy assigned to each stakeholder. These strategies can be incorporated into the strategic and subsequent marketing and communication plans.

# Next Steps

- Monitor Changing Stakeholder Coalitions
- Strategic Plan Development
- Marketing and Communication Plans

# Questions?

Thank you

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# Post-Workshop Questionnaire

- Did this workshop help you to define the organization's stakeholders?
- Did this workshop help you to achieve the outcomes you would like to see from this stakeholder analysis workshop?
- Do you have any suggestions for improving this workshop?