



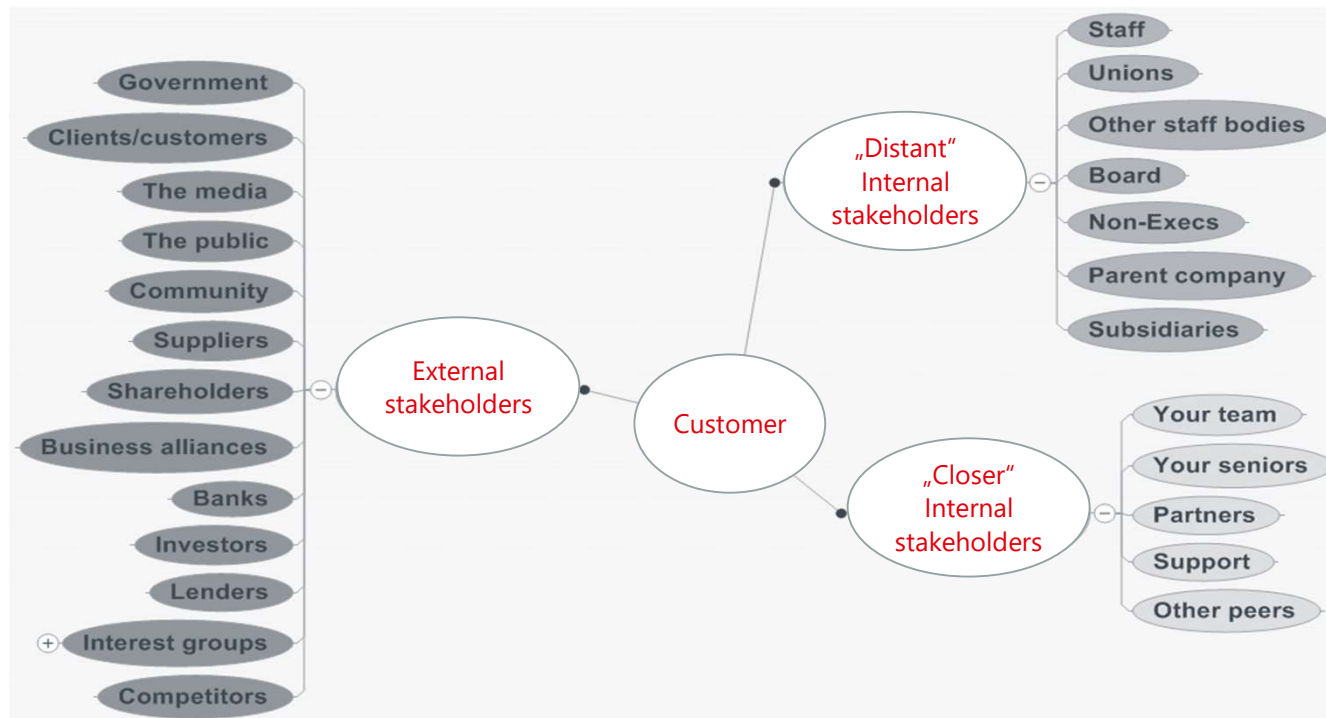
STAKEHOLDER MANAGEMENT USEFUL FRAMEWORKS

Elena Keilmann | Düsseldorf | November 2020

QFIVE⁹⁵
THE LEADERSHIP CATALYSTS



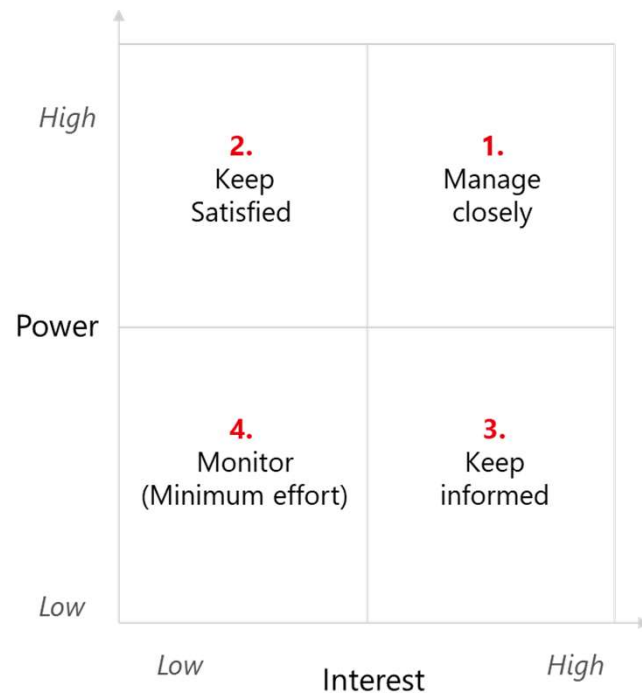
► BRAINSTORM YOUR STAKEHOLDERS – GROUPS OF PEOPLE, THEN INDIVIDUALS WITHIN THOSE GROUPS



▶ **STAKEHOLDER TABLE EXAMPLE: NEW TECHNOLOGY TO IMPROVE STORE SUPPLY CHAIN**

Primary stakeholders	There area of interest	Potential impact +/-	Relative priority
Human resources	Impact on staff numbers	-	6
	Policy changes	+	
Staff groups	Impact on staff numbers	-	7
	Change in roles	+/-	
Customers	Product availability	+	8
Secondary stakeholders			
Competitors	Customers less likely to shop around	-	2
Local community	Fewer delivery lorries	+	5

► FUNDAMENTAL PROBLEM-SOLVING APPROACH BASED ON “COMMON SENSE” ...



1. People you need to fully engage in the project and make the greatest efforts to build relationships and satisfy
2. Keep communication open, build relationships but not so much they become irritated
3. Keep talking to them and ensuring they have enough information to avoid any issues arising. They can be very useful
4. Again, keep them informed but do not irritate them with too much or unnecessary communication



THANK YOU

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Henkel