



# STAKEHOLDER ENGAGEMENT

## GETTING STARTED: STAKEHOLDER ENGAGEMENT

A stakeholder is any individual, group, or party that has an interest in an organisation and its actions. Different stakeholders have different interests and companies often encounter trade-offs trying to please all of them.

1. Who are your stakeholders? *Select all that apply.*
  - a. Community Members
  - b. Employees
  - c. Customers
  - d. Supply Chain
  - e. Investors
  - f. Government

Not all stakeholder groups are relevant to every company. However, it is important for a company to understand and rank their stakeholders to prioritise strategy and gain a deeper understanding of how weighting their stakeholder needs can result in improved action plans.

2. Rank your stakeholders from above in the order in which they influence/ impact your company's business model:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Valuing shareholder desires over the needs of stakeholders is quickly becoming a business practice of the past. To stay competitive, a business must be able to demonstrate that they are valuing their stakeholders.

3. Does your company have shareholders?    Yes    No

If Yes, have they or are they in the process of valuing stakeholder satisfaction as a means of increasing shareholder returns?    Yes    No

Alternatively, do the shareholders appreciate that stakeholder satisfaction now must come before shareholder values to maintain a healthy, sustainable business model?    Yes    No

