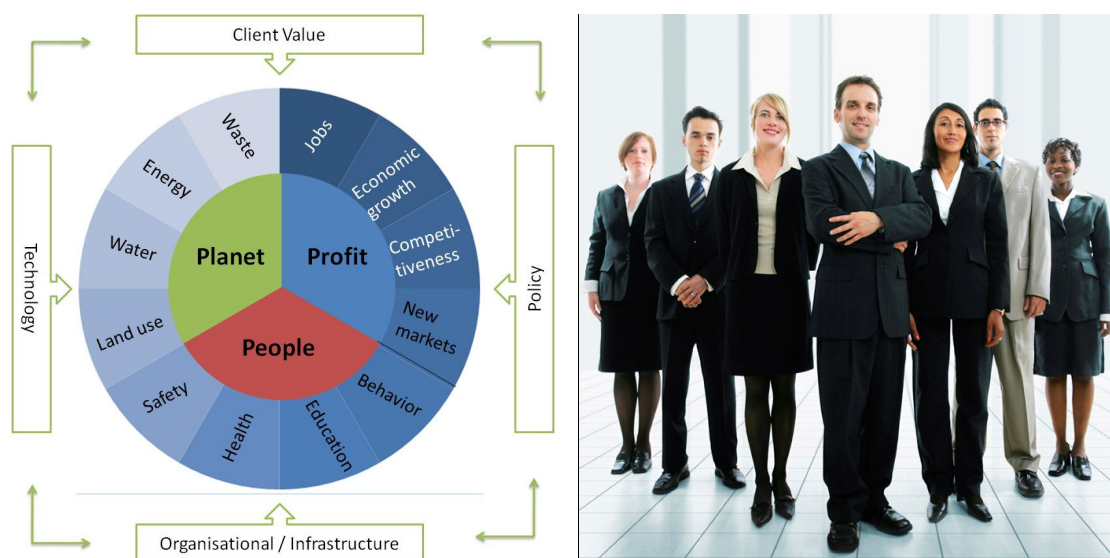


Stakeholder Management

Involve internal and external parties in their natural role and strength

Insight in issues, power and attitude of stakeholders is often of crucial importance for the success of a project, policy or market introduction. If the stakeholders are identified timely, they can be involved in the right way. Stakeholder management is therefore of high importance for each organization.

Stakeholder management directs itself to broadening the perspective of the organisation and on involving internal and external parties in their natural role and strength. This creates added value for the organization.



Clear Work Structure

Partners for Innovation connects stakeholder management to the strategy of the organization. Four phases can be distinguished. This approach offers a clear work structure.

Phase	Result	Method
Stakeholder overview	Total overview of all internal and external stakeholders.	Map relevant parties with their primary issues and representation.
Stakeholder analysis	Insight in issues and interests of stakeholders and their power and role in the network and environment. See figure above.	Formulate a stakeholder issue matrix and power analysis. Risks and changes are weighed and judged. See matrix below.
Stakeholder plan	A plan for setting up and/or improving the communication with stakeholders.	Formulate a stakeholder engagement and communication plan.
Stakeholder management	Build functional and longstanding relationships with important stakeholders.	Pro-active and strategic execution of stakeholder management as integral part of the activities of the organisation, directed at the core strategy.

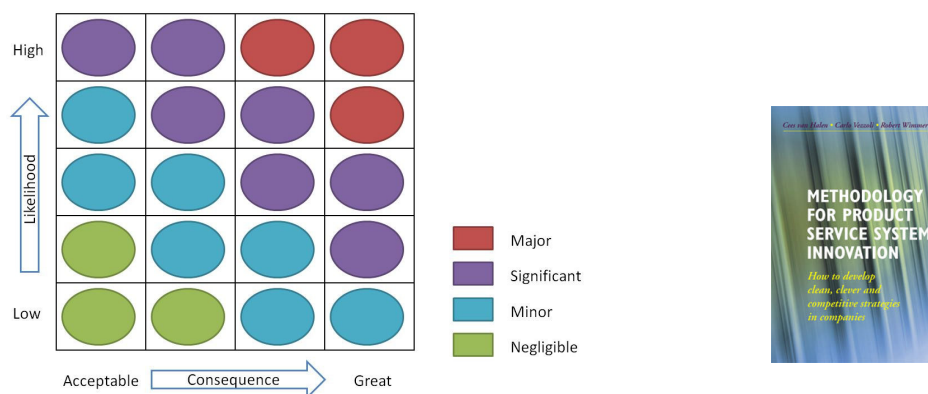
Support in all Phases

Partners for Innovation has the essential tools and experience to support organizations with systematically managing communication and coalition forming with their stakeholders. Initially for starting up stakeholder processes (*overview, analysis, planning and workshops*) and subsequently with the implementation of stakeholder management (*issue, innovation or risk management, training*). The process can aim for jointly starting up actions or can focus on managing risks and taking away resistance.

References

Partners for Innovation has ample experience with the implementation of stakeholder analysis and communication processes with companies, governments and other organisations. On request, we can provide references of relevant previously completed projects.

Partners for Innovation has supervised the European network MEPSS, in which advanced stakeholder and system analysis methods have been developed (www.mepss.nl).



More information?

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