

## 2020 Stakeholder Management (1 or 2 Days)



### Introduction

The notion of stakeholder is almost commonplace these days. Many organisations claim to do “stakeholder management” and several professional organisations prescribe it as essential to professional management. Still, it is more complicated, and rewarding, than most people seem to think.

The most important definition of a stakeholder is “any person or group that is connected by how an organization acts to reach its goals”. This means that stakeholders are not only those people and groups the organization traditionally interacts with, such as investors, suppliers, consumers and employees, but also people and groups outside of that scope, like government officials, neighbours and/or politicians.

Stakeholder management can best be seen as managing the relationships with stakeholders. This is challenging, because both sides in the relationships have interests that they like to see honoured. This requires a productive mode of communication, in which both trust is built and mutual interests are addressed (although not always satisfied).

A specific aspect of communication is informing stakeholders about their interests. Typically, the members of a company know better than most stakeholders how the actions of the company may affect them. It is usually better to communicate these effects with the stakeholders than keeping them in the dark (and letting activists take over the communication).

Stakeholder management has two sides: one is about risk management and the other about enjoying opportunities. The first draws attention to the risks that may result from ignoring or misunderstanding stakeholders. The second is more strategic and draws attention to the opportunities that may result from interacting with stakeholders, such as feedback on products and logistical procedures, and gaining acceptance by society.

Stakeholder management requires some quality of leadership. Many cases have shown that when a company does not approach stakeholders with some leadership, it loses momentum to those stakeholders.

The vision from leadership shows the value of stakeholder management for any sustainability agenda. In that sense it introduces future generations as stakeholders and non-human realities like climate and eco-system.

## **WORKSHOP**

The workshop aims to clarify how working with stakeholders reinforces the strategic intentions of the organization.

The workshop offers both insights and practical tools.

### **Key elements of the workshop**

- Understanding stakeholder management
- Understanding legal, professional and business requirements
- Acquiring tools for better stakeholder management.

### **Why You Should Attend?**

You should attend when working with stakeholders determines the success of your business and operations. This is especially the case when you operate in complex and dynamic environments and when your success partly depends on the relationships with societies and governments.

### **Learning Objectives**

- Understanding what stakeholder management is

- Understanding how stakeholder management reinforces business
- Understanding the legal and professional requirements on stakeholder management.

## Who Should Attend?

- Chief Executive Officers (CEO's)
- Operations Managers
- Compliance Officers
- PR Managers/ Issue Managers

**COURSE OUTLINE** for the two-day version of the Programme (You may choose to attend the first day only)

## DAY ONE Morning Programme

### Session 1

- The background of stakeholder management
- The current practice of stakeholder management

### Session 2

- The requirements on stakeholder management
- The business reasons
- Stakeholders and sustainability

## DAY ONE Afternoon Programme

### Session 3

- Understanding stakeholders and their stakes
- Predicting the behaviours of stakeholders?
- How stakeholders are related with each other

## Session 4.

- Communicating with stakeholders
- How to build relationships with stakeholders

## Day TWO Morning Programme

### Session 5 Practical Exercise: developing a case

- Real Life Stakeholder's issues and solutions

## Day TWO Afternoon Programme

### Session 6 Practical Exercise: Application of End of training

- How to apply this in your own organization?

## Awarding attendance certificates – End of Training

### Course Instructor



Dr. Joop Rémé is an accomplished academic and experienced trainer. He has worked for several MBA schools, teaching about Strategy, Leadership and Business Ethics, and he has worked on management development in some notable corporations. He has worked in many countries aside from his home country, The Netherlands, and is experienced in connecting his courses and workshops to local needs and cultures. His work focuses on the topics of Stakeholder Management and Integrity/Corruption. Please go to [www.creazene.org](http://www.creazene.org) for more information about research towards stakeholder management.