

Stakeholder Objectives

Making Success Factors Clear

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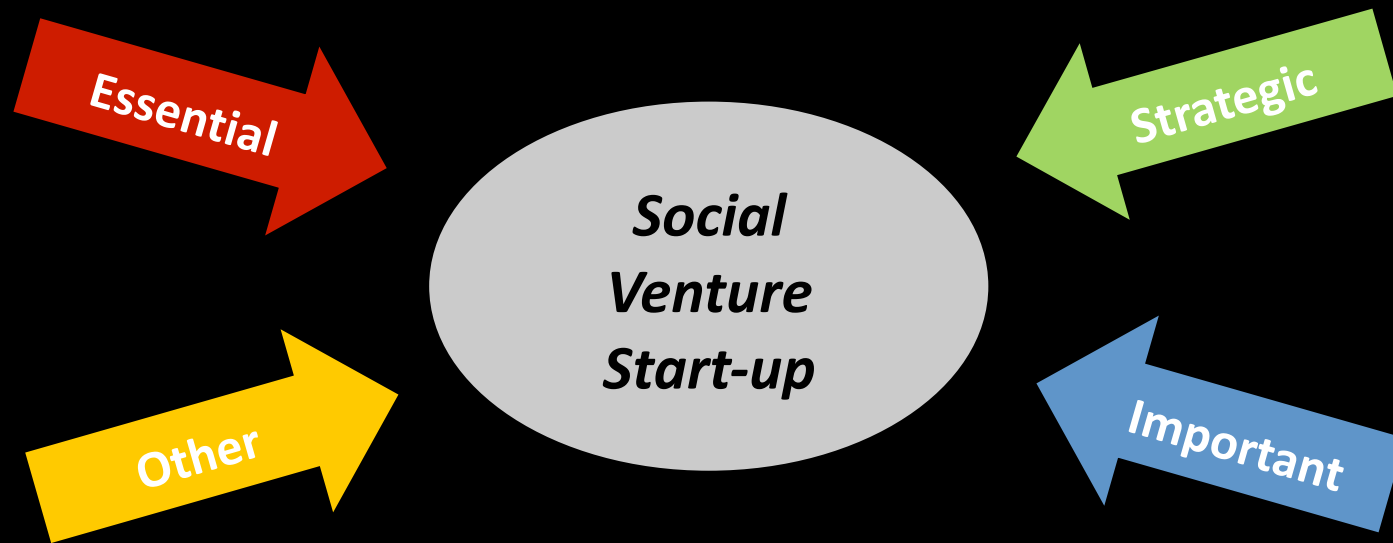
Making Success Factors Clear

- ❖ “Stakeholders” – A Definition
- ❖ Stakeholder Categories
- ❖ Category Descriptions
- ❖ Creating Insightful Stakeholder Profiles

How Do We Define “Stakeholder”

A person, group, or organization whose interests are impacted by sustaining or changing the status quo.

Four Basic Stakeholder Categories



Essential Stakeholders



Essential

Stakeholders whose interests, if not satisfactorily met, will *result in almost certain failure* in terms of your new social venture proposal being funded or gaining the necessary sponsorship support to move it forward.

Strategic Stakeholders

Stakeholders who play a significant role within the community ecosystem in terms of :



Strategic

- directly or indirectly serving the challenges, needs, and problems that are the focus of your work,
- whose advocacy or dissent would have a significant positive or negative (not fatal though) influence across the broader stakeholder population in terms of funding or sponsorship of your new social venture's development, launch, expansion efforts, and/or
- whose unique services, capabilities, or relationships within the community ecosystem will likely play an important solution sponsorship or value delivery partnership role in your eventual social venture solution set directions.

Important Stakeholders



Important

Stakeholders whose positive advocacy (i.e., relative to other ventures), value delivery partnership support, or solution adoption support would have a positive impact on the new social venture's success but whose lack of or neutral level support (or their dissent) would not be seen as fatal or strategically impactful.

Other Stakeholders



Other

These stakeholders are identifiable but are not expected to have any impact (positive or negative) to your proposal's creation, or your efforts to successfully secure the funding and sponsorship necessary to move into full development and eventual launch / implementation. In the long-term, these stakeholders represent a group that can be nurtured into becoming a positive support and/or advocacy group for your new social venture's work and solutions.

Creating Insightful Stakeholder Profiles

- ❖ Stakeholder Category (i.e., Essential, Strategic, Important, Other)
- ❖ Name (i.e., of Group/Org/Person)
- ❖ Leader (i.e., of Org/Group)
- ❖ Role In the Community Ecosystem
- ❖ Community Ecosystem Relationships and Influence
- ❖ Interests (e.g., financial, emotional, physical, intellectual, relational, political, other)
- ❖ Priorities
- ❖ Our Desired Relationship Interests/Needs
- ❖ Opportunity/Risk In Securing Our Interests/Needs
- ❖ Next Actions We Should Take (i.e. to Pursue These Opportunities/Mange these Risks)