

# Stakeholder Groups

Every team has stakeholders. A stakeholder is someone, or something, that has an interest or expectation in your work as a team.

This could be what you do; why you do it; how you do it; when you do it; or all of the above and more.

Understanding who your stakeholders are and what their expectations are is fundamental to understanding your team's purpose.

Stakeholder mapping is the start of the process.

Here we look at the key stakeholder groups. You can then use this to identify primary and secondary stakeholders, and then their expectations of you.

Finally, by mapping the expectations, you can define your purpose. The four stages are:

1. Identify primary, secondary, and irrelevant stakeholder groups (the latter is unusual)
2. Identify key stakeholders in these groups
3. Identify the expectations of the key stakeholders – the process first, execution second
4. Map expectations and identify commonalities, conflicts, and resolve

When you have completed this work, you can define your purpose as a team.

Stakeholder groups:

1. People who work for your Company:
  - a. Team members
  - b. Manager(s)
  - c. Other teams
  - d. Other employees
2. People directly connected to the Company:
  - a. Customers
  - b. Suppliers
  - c. Partners
  - d. Shareholders
  - e. Board of Directors/Trustees
3. Non-human:
  - a. Regulators
  - b. The community you operate in
  - c. Environmental factors
4. Enquire about:
  - a. 13<sup>th</sup> Fairy – who have you forgotten?
  - b. 7<sup>th</sup> generation – what will future generations of your team thank you for?