

Inclusive Stakeholder Engagement

(Winning people over)

PROGRAMME FRAMEWORK

Who should attend?

Marketing and sales staff who are held accountable for the financial results of their plans and who need to understand the financial impact of their decisions. A must for marketing and sales teams or entrepreneurs.

Duration: 1 - 2-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

This programme teaches business leaders and managers to focus on mutually beneficial stakeholder relationships, and how they impact on building an organisation's reputation and bottom line. Over the long-term, it is the reputation of the business and the integrity of all relationships in a firm's value-chain that will determine its competitive advantage. Every project undertaken needs strong involvement from people or "stakeholders", and it's these carefully mapped out stakeholder plans that will affect the likelihood of a projects success.

Building stakeholder relationships is about attracting, maintaining and enhancing customer, employee, supplier, channel, government, media and shareholder/investor relationships. The goals of relationship building are to create and maintain lasting relationships between the firm and its stakeholders that are rewarding for both sides.

Objectives & Outcomes

1. Implementing strategies to build internal relationships

- Different audiences when building relationships – external customers, internal customers and other stakeholders
- What is relationship building? Care and Growth Model.
- It's not just the relationship, but the quality of the collaborative relationship that counts. Integrity and trust is always at the heart of a successful relationship.
- Complexities of strategy implementation

1.1 Pre Readings

- Bassi, Laurie; McMurrer, Daniel: Maximizing Your Return on People, Harvard Business Review, March 2007, pp 115-123
- Hackman, Richard J: Why Teams Don't Work. Harvard Business Review, May 2009, pp 98 – 105

2. Building relationships externally

- Identifying & Prioritising Stakeholders using a Power/Interest Grid.
- Stakeholders: Customers and Other Stakeholders (Suppliers, Channel-to-Market, Media, Shareholders, Government)
- Stakeholder analysis and planning.
- Engaging with stakeholders: building relationships in the value-chain and consistent communicating to key stakeholders
- Cultural Meshing and setting the Cultural Tone (Human Due Diligence)
- A brief organisational benefits of CSR (Michael E Porter)

2.1 Pre Readings

- Porter, Michael E; Kramer, Mark R: "Strategy and Society. The Link Between Competitive Advantage and Corporate Social Responsibility." Harvard Business Review, Dec 2006, pp 78 – 92

2.2 Pre-Reading Case Study:

Leap, Terry; Loughry, L. Misty: "The Stakeholder-friendly Firm", Business Horizons, 47/2, March-April 2004, pp.27 – 32

Contact: **Ian Rheeder**