

Winning support from key stakeholders

W 1.5 (Castlereagh)

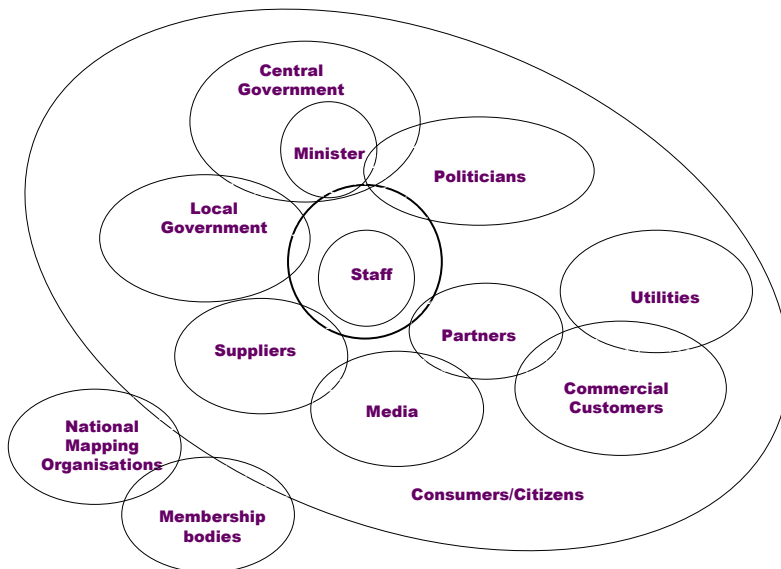
Winning Support from Key Stakeholders

14.15	Introduction to the workshop (Structure, contents, participation)	Dave
14.20	The need for stakeholder support in Sweden.	Ulf
14.30	The need for stakeholder support across Europe.	Daniele
14.35	Brainstorm – what are the key issues to address in winning stakeholder support?	Ulf
14.50	The approach taken to winning stakeholder support in Europe and the outcome.	Daniele
15.15	Discussion	All
15.10	The approach taken to winning stakeholder support in Sweden (drawing on the issues raised in previous session) and the outcome.	Ulf
15.20	Discussion	All
15.30	Tea/coffee break	
16.00	What approaches have been taken elsewhere.	Dave
	What can we learn from these examples.	Daniele
16.45	Conclusions	Ulf
16.55	Summary and closure	Dave

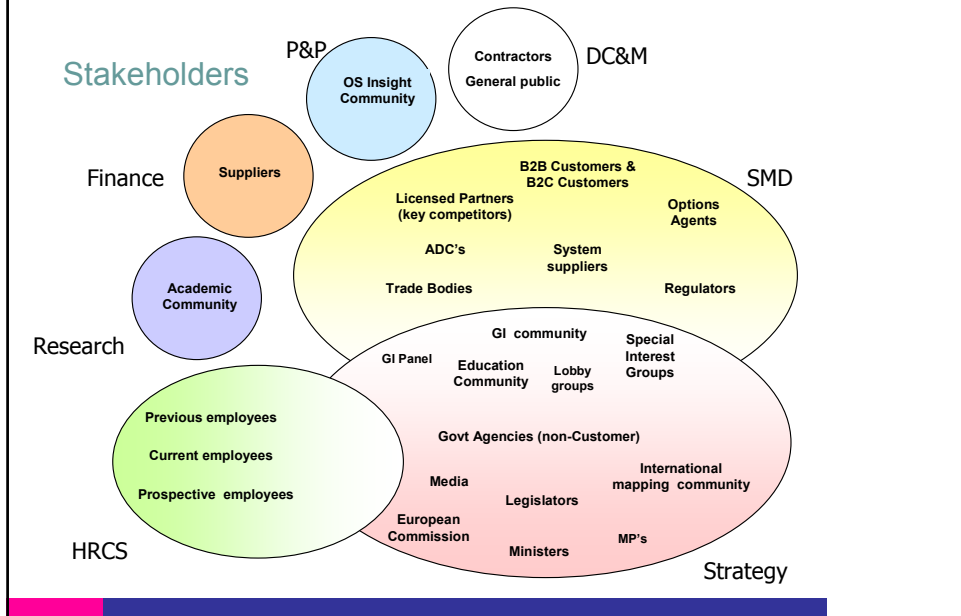
Stakeholders

- Stakeholders are the individuals and groups affected by and capable of influencing the development and implementation of strategy.
- Effectively engaging with stakeholders is key to motivating them and obtaining their commitment.
- Gaining Stakeholder Commitment is essential to achieving your objectives.

Stakeholder Mapping



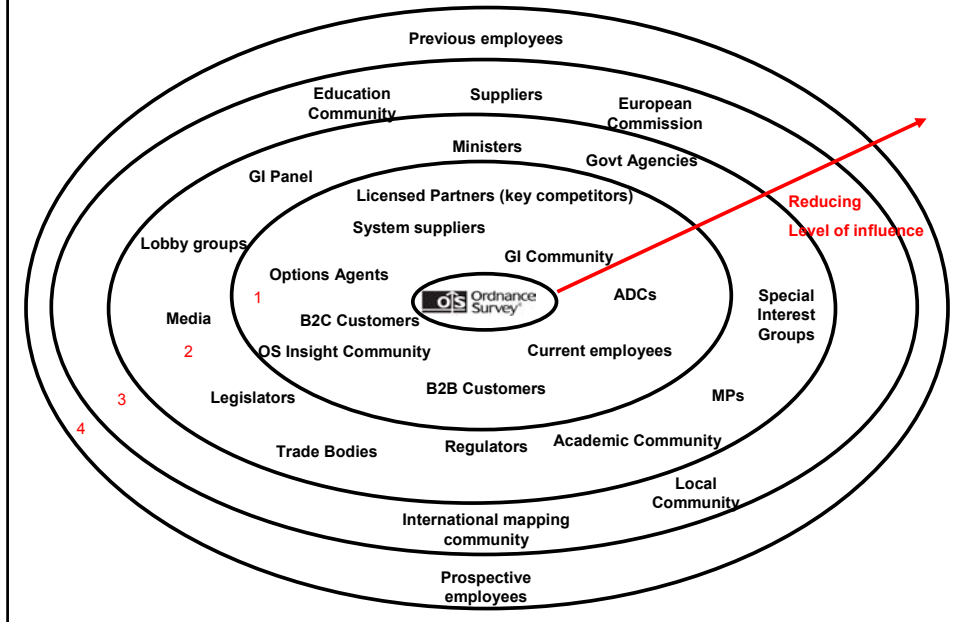
OSGB's Stakeholder Map



Focus on Outcomes

- What are the outcomes that we are trying to achieve?
- Prioritise outcomes or focus on outcomes by quarter
- Each outcome may have one or more key individuals as “drivers”
- Which Stakeholder categories influence any given outcome
- What are the messages needed for these stakeholders to help influence the outcome
- Who delivers those messages and how
- Determine a success/results feedback mechanism

OSGB's Prioritisation



Summary

- It takes:
 - Time
 - Sticks and carrots
 - Political support
 - Rules of engagement
 - Regular and effective communication
 - Coordination and Cooperation
 - Understanding of the cost benefit equation
 - Patience and funding!

Winning support from key stakeholders

Thank you!