Sun Life Financial Inc. ’s   
Stakeholders and Stakes   
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The particular company that our group studies are called Sun Life Fi nancial Inc and it   
is believed to be one of the most popular companies located in Canada that   
specialize in financial services (History of Sun Life Financial 2016). Analyzing the   
performance of the discussed company and the role it plays in global business , it is   
necessary to pay attention to its primary stakeholders and describe their   
collaboration with the company. Speaking about stakeholders of any company, it is   
necessary to understand that they can be of different types. Internal ones are   
represented b y the chairman of this company, James Sutcliffe, and its CEO whose   
name is Dean Connor. Furthermore, the activity of the company is strictly connected   
with the range of foreign companies that collaborate with Sun Life Financial Inc in   
order to strengthen t heir positions in the market and gain a mutual advantage. What   
is more, it can be stated that the largest and one of the most important groups of   
stakeholders is represented by a great number of private individuals who prefer   
using the services proposed by Sun Life Financial Inc. Stakeholder power analysis   
remains an important measure as it allows company members to single out   
important parties whose opinions must be considered and define the steps making   
communication more effective (Reed and Curzon 2015). As for the reason why we   
suppose these three groups (key management personnel, investors, and individual   
clients) to be the key stakeholders of this company, there is no doubt that their   
decisions may have a significant influence on its performance althou gh their power   
with regard to the company is different. Every company is closely interconnected with its key stakeholders, and these two   
parties may have both positive and negative influences on each other. If we consider   
the first group having the right t o make important decisions, it can be stated that the   
company allows them to apply and improve their managerial skills. At the same time,   
they present the group that is the most interested in the company’s prosperity, and   
this is why their efforts are aime d at fattening its profit. As for the second group   
represented by foreign and local investors, mutual benefit for both sides is obvious;   
the company gets an opportunity to strengthen its financial instruments with the help   
of additional money whereas ones investing money may earn interest and use   
insurance services offered by the company at once (Mitra 2016). In the end, the   
majority of clients are using insurance services that do not involve the possibility of   
earning money. This group of stakeholders pays for these services and it allows the   
company to hold steady and fulfil its primary function properly (Housten, Furtado,   
Kaphingst and Kebodeaux 2016). At the same time, we cannot exclude the   
probability of negative influence of these stakeholders on the p erformance of the   
company; the latter could be primarily connected to their willingness to use services   
provided by a competitor company.   
The company seems to be quite effective at collaborating with these stakeholders as   
it provides them with a range of o pportunities related to business. Among other   
things, it manages to organize different events where interest groups may get all the   
necessary information. For instance, such events include regular annual “Investor   
day” and other conferences related to busi ness (2017 annual meeting 2017). As for   
additional measures that can be taken to improve the management of key   
stakeholders, it may be necessary to provide special terms for those clients in difficult   
financial situations or ones having many children. Alth ough the company receives positive feedback, the disregard of such situations may sometimes entail customer   
outflow.   
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