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## Stakeholder Analysis 1

Adapted from [www.freemtools.com](http://www.freemtools.com)

"The stakeholder analysis is an instrument to illustrate and to discover different needs of different stakeholders of particular companies"

### Stakeholder

#### Interest of stakeholders

[0;5] - [0=small; 5=big]

#### Influence/Power of stakeholders

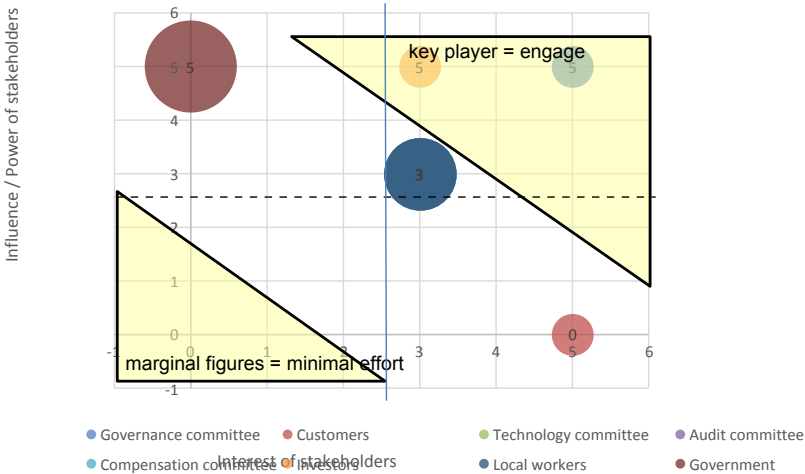
[0;5] - [0=small; 5=big]

#### Preferences (positive / negative)

[1;3;5] - [1=pos; 3=neutral; 5=neg]

1.	Governance committee	5	5	1
2.	Customers	5	0	1
3.	Technology committee	3	3	3
4.	Audit committee	3	3	3
5.	Compensation committee	3	3	3
6.	Investors	3	5	1
7.	Local workers	3	3	3
8.	Government	0	5	5

### Stakeholder Analysis





## Stakeholder Analysis 2

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### 8. Government

Providing monetary system and regulating credit and money.

Conducting investigations in case of any crime involved in the company.

Consumer protection and safety.

Employee rights and protection.

Revenue and taxation.

### 7. Local Workers

Contributes to labor.

Strengthening local community by keeping the money in the community.

Provides a deep understanding of the local market.

### 6. Investors

Creating goodwill by investing.

Maintaining confidentiality.

Impacts decision making processes with their shares.

### 1. Governance Committee

Oversees the political engagement policy and reviews political expenditure on annual basis.

Focuses on corporate governance risks, including evaluation of our leadership and risk oversight structure for the company and shareholders.

### 2. Customers

Must follow standard rules and procedures with regard to the company's norms.

Contribute to company development.

Contribute to research and planning.

Helps with marketing.

Perform quality control checks.

**NEEDS, REQUIREMENTS, PROSPECTS,  
ENGINEER STANDARDS, PREFERENCES,  
BEHAVIOR, POSITION**

### 3. Technology Committee

Oversees cybersecurity and technology related opportunities and risks.

Coordinates with Audit Committee on data security issues.

### 4. Audit Committee

Coordinates with technology committee on data security risks.

Considers risk impact on financial position and adequacy of risk related internal controls.

Reviews risks related to financial reporting, discusses material violation, legal, regulatory and other compliance policies.

Considers annual audit risks assessment that identifies internal control risks and drives the internal and external audit plan for the ensuing year.

### 5. Compensation Committee

Reviews human resource, compensation and management succession risk.

#### General (worksheet stakeholder\_2):

In contrast to the *shareholder value-principle*, which is basically focused on the needs and expectations of shareholders and a corporation, the stakeholder principle tries to expectate the corporation in its whole socioecological context. In addition to that, the stakeholder principle tries to bring the needs of the different stakeholder in line.

#### Practice (worksheet stakeholder\_1):

The dealing with the stakeholder groups can be designed in a cyclic passing through model. Thereby, strategic- and normative-critical shareholder group concepts pose different questions which lead to different measures.

#### Step 1: Evaluation of Stakeholders

\_Who can/could exert influence?

\_Who has legitimate claims?

#### Step 2: Classification of Stakeholders

\_Amount of influence and suggestibility

\_Concernment

#### Step 3: Assessment of Claims

\_Expectations of harm/good?

\_Legitimacy and reasonability?

#### Step 4: Activities

\_inform, involve, bargain

\_open and close

<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>
Promise: We will keep you informed	Promise: We will keep you informed, listen to you and provide feedback on how your input influenced the decision	Promise: We will work with you to ensure your concerns are considered and reflected in the alternatives considered, and provide feedback on how your input influenced the decision	Promise: We will incorporate your advise and recommendati ons to the maximum extent possible	Promise: we will implement what you decide.