



The Directors Coach On...Stakeholder Management: Not all Stakeholders are created equally...

David Miskimin

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'Stakeholder Management' is a widely used, yet not fully understood description for analysing, assessing and taking action with different groups that have an interest in what you do. This work is designed as a practical 'coffee time read'. Based on the authors many years experience of on-going selling, coaching and tutoring on this subject, the principles are examined in a step-by-step approach. Table of Contents: 1. What is a Stakeholder?, 2. Why bother about Stakeholders?, 3. Identifying your Stakeholders, 4. Anticipating your Stakeholders likely needs, 5. Contacting Stakeholders, 6. At the Stakeholder meeting, 7. Developing the initial contact into an ongoing business relationship, 8. In closing.

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