

Stakeholders

Definition

A stakeholder is any individual, group, or organisation with a direct interest in, and is affected by the activities and performance of a business.

Types of Stakeholders

Internal Stakeholders

Stakeholders that are members of the organisation.

Employees

Employees are a very important stakeholder group, as they are the ones who make a business possible, and some even argue that they may be the most important one. They strive to improve:

- Pay
- Financial Benefits
- Working Conditions
- Job Security
- Opportunities for career progression

Managers and Directors

Managers are the ones who oversee the daily operations of a business, and thus have a keen interest on the company. They aim to:

- Maximise own benefits (perks, bonuses, etc.)
- Profit Maximisation
- Please other stakeholders
- Long term financial health of the business.

Shareholders