

Strategic Lecture 4 - 20/10/14

Stakeholder: Anyone who has a key stake or interest in the company

Stakeholder mapping identifies stakeholder expectation – it identifies the stakeholders and looks at the expectations and power. Power is important because they can greatly influence your marketing strategy.

Stakeholders will depend on the size of the organisation, what kind of ownership the firm has? Is it a public company? (i.e. on the stock market where people can buy shares)

Common Organisational Types:

Public ownership of equity:

Non profit making – E.g. Help for Hero's

State owned – E.g. CBBC

Mutual Ownership: E.g. Nationwide

Private (memberships/sole/equity) - E.g. Mars

Power/Interest Matrix:

Level of interest vs. Level of power

- People can move around the matrix e.g. football clubs: Fans high interest, little power. Individuals can come together to have more power – e.g. the key players that you need to keep sweet as they can block something a company wants to do or smooth the path.

Power interest matrix for McDonalds

Level of Interest V.s Level of Power

A – Minimal Effort	B Keep Informed - Customers Franchises Employees
C – Keep Satisfied Community Government	D – Key Players Suppliers

Questions Addressed with Stakeholder mapping... (See Slide)

E.g. Lego ends shell partnership following Greenpeace Campaign – on the back of the viral video which was a parody of the Lego film. Massive impact for Shell. Greenpeace were high interest lower power they decided to do more about it and moved into the key players: high interest, high power.

What is Power?