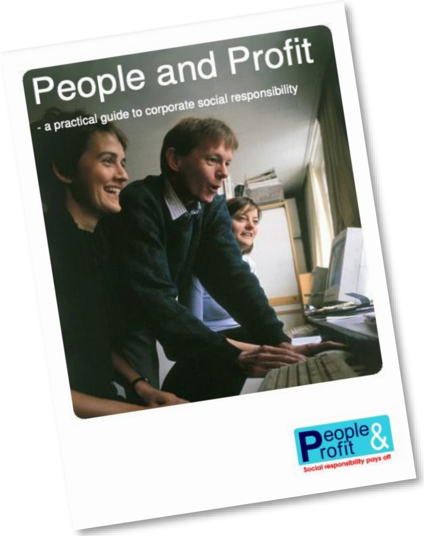
STAKEHOLDER ANALYSIS & RATING I GUIDE



BELOW YOU CAN FIND A NUMBER OF TYPICAL EXTERNAL STAKEHOLDERS – WHICH STAKEHOLDERS ARE RELEVANT TO YOU?

	Comments
Customers, clients and other buyers of your products or services	
Creditors – financial stakeholders – e.g.: • Banks – sources of financing • Financial institutions – e.g. mortgage • Financial analysts – including auditors • Insurance companies	
Suppliers – from critical to ordinary	

See templates & guidance in People & Planet guide, pp. 27-30

Stakeholder: / The stakeholder's importance to the business:	Customers of product PQ	Supplier of product X	The bank	Customers of product AA	Auditors	Marketing – consultant/firm	Local environment authority	Supplier of product Y	The industry – organisations	Insurance	Other stakeholders
Importance to sale/turnover	3	4	5	4	1	4	2	3	2	2	1
Importance to products	3	3	4	5	2	2	2	4	4	1	1
Importance to working conditions	4	4	2	2	2	1	5	2	3	1	1
Importance to production/operations	4	4	3	3	3	3	1	1	2	1	1
Importance to our image	4	3	1	3	4	1	1	1	2	5	1
Other specific importance ...	1	3	2	1	1	1	1	5	2	3	1