**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 13**

**Stakeholder media**

Continue to work in your Nestlé activity groups

1. Prepare a Mendelow matrix of stakeholders for Nestlé CSR activities and your selected strategies.
2. Compare with other groups and discuss impact on reporting for your proposals.

Next, select a range of media appropriate for the stakeholders and their positions on the matrix.

