**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 12**

**HOMEWORK ACTIVITY**

**Relationship life cycle**

What are the benefits for the customer and the organisation at each stage of the relationship life cycle?

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| **Stage in life cycle** | **Benefits to the Customer** | **Benefits to the Organisation** |
| **Introduction** |  |  |
| **Experimentation** |  |  |
| **Identification** |  |  |
| **Continuous Renewal or Dissolution** |  |  |