**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 5**

**SMALL GROUP ACTIVITY**

**Stakeholder salience**

Stakeholder salience can be defined as ‘who and what really counts’.

Consider the stakeholders of an organisation with which you are familiar. For each stakeholder group, compare the priorities of the stakeholders versus the priorities of the organisation.

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| **Stakeholder Group** | **Stakeholder Priorities** | **Organisation priorities for the stakeholder group** |
| **Employees** |  |  |
| **Customers** |  |  |
| **Shareholders** |  |  |

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| **Stakeholder Group** | **Stakeholder Priorities** | **Organisation priorities for the stakeholder group** |
| **Suppliers** |  |  |
| **Government** |  |  |
| **Local community** |  |  |