**LEADING STRATEGIC CHANGE**

**Learning Outcome 3: ACTIVITY 3**

**Organisational stakeholders**

#### In pairs/small groups

Research a typical local medium-size organisation that you are interested in and/or familiar with.

Suggest a typical organisation change process that it might plan and implement.

Identify typical primary and secondary stakeholders for the organisation (4- 6 in number). Then using Stakeholder Analysis, categorise and prioritse these stakeholders.

Using ideas from Session 3 and the study guide, prepare a stakeholder management plan that can be used to identify a range of communciation channels to gather information on their expectations and requirements.

Use the following grid as a template or develop your own:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **Power/Interest** | **Approach** | **Type** | **Communication channel** |
|  |  |  |  |  |

Prepare a short presentation on your findings.