**ORGANISATIONAL DESIGN AND DEVELOPMENT**

**Learning Outcome 2: ACTIVITY 3**

**Group Activity**

**Stakeholder mapping**

Read the journal article: Braun, M. Latham, S and Porschitz, E (2016) "All together now: strategy mapping for family businesses", Journal of Business Strategy, Vol. 37 Iss: 1, pp.3 – 10. (This article will be available in your online student resources.)

From this article make notes about the ways to map the needs of different stakeholders.

Now think about the stakeholders of the organisation that you are focusing on as a group. Fit them into the appropriate place on this diagram:

|  |  |
| --- | --- |
| Keep Satisfied | Manage Closely |
| Monitor | Keep Informed |