**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 1: ACTIVITY 3**

**PAIRED ACTIVITY**

**Needs versus interests**

Read the definitions of interest and needs in Chapter 1 of the Study Guide. Identify the needs and interests of each of the narrow stakeholder categories offered by Freeman (1984):

|  |  |  |
| --- | --- | --- |
|  | **Needs** | **Interests** |
| **Owners** |  |  |
| **Employees** |  |  |
| **Managers** |  |  |
| **Suppliers** |  |  |
| **Customers** |  |  |
| **Local community** |  |  |