**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 1: ACTIVITY 5**

**PAIRED ACTIVITY**

**Mendelow’s Matrix at strategic and operational levels**

Read: Thomas N. Garavan, (1995) "Stakeholders and strategic human resource development", Journal of European Industrial Training, Vol. 19 Issue: 10, pp.11-16. (This article will be available in your online student resources.)

The journal identifies the differences in stakeholder influence/power and interest at operational and strategic level. Consider what the stakeholder interests will be for a finance department. Complete a Mendelow Matrix at both a strategic level and the operational level for the finance department.

**Strategic Level**

|  |  |
| --- | --- |
| **High power, low interest** | **High power, high interest** |
| **Low interest, low power** | **Low power, high interest** |

**Operational Level**

|  |  |
| --- | --- |
| **High power, low interest** | **High power, high interest** |
| **Low interest, low power** | **Low power, high interest** |

What differences have you identified between the two levels?

Why are there differences at different levels of the same department?