

STAKEHOLDER MEETING

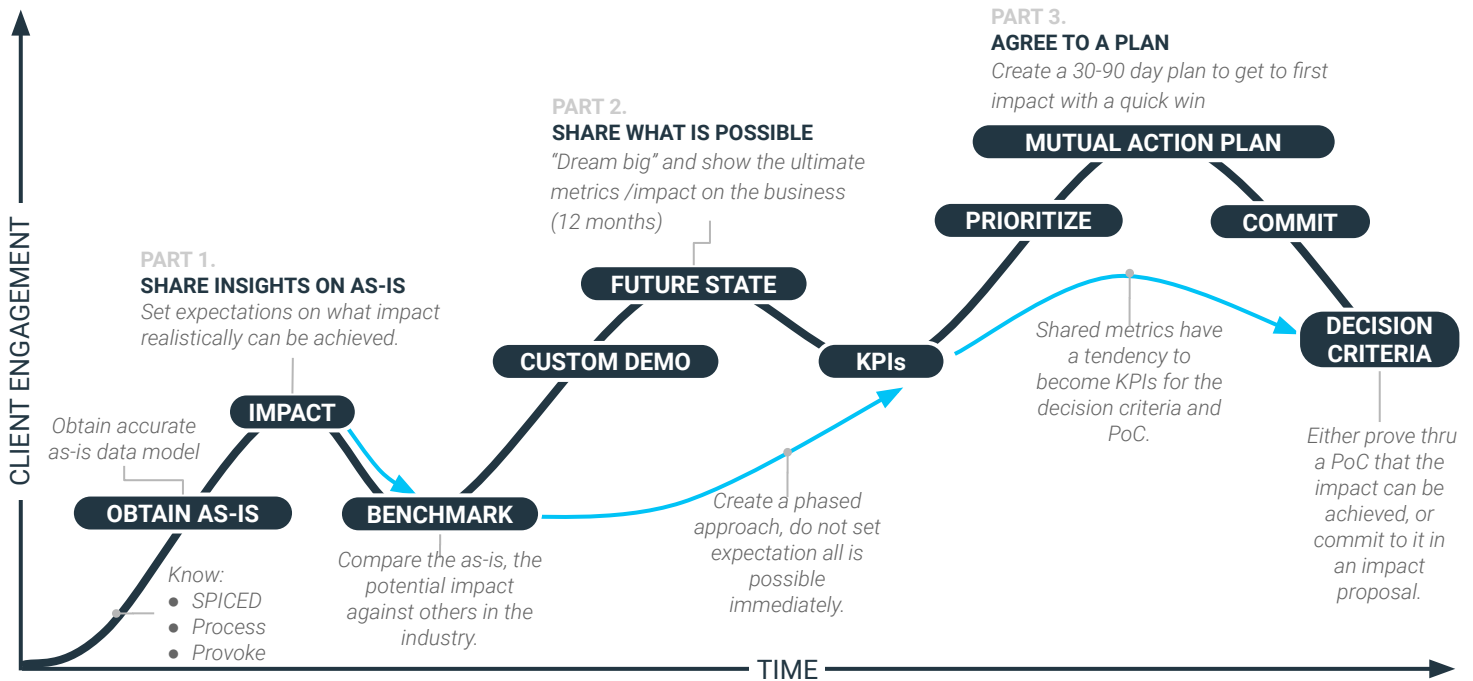


Figure 1: The Stakeholder Meeting

Internal stakeholders can include employees, managers, departments, demographic groups, the board of directors or any group or individual potentially affected by a program or policy or with a need to know.

External stakeholders include shareholders (or stockholders) who own stock in the company, customers, suppliers, labor unions, community groups and the government. Stakeholders differ depending on the topic. For example, the government, suppliers and customers likely would not be stakeholders in a new internal training policy.

When a stakeholder meeting is scheduled, a representative from each of the stakeholder groups is invited to attend. Others from the stakeholder group might also participate depending on their need to know and ability to contribute to the discussion.

How to structure a Stakeholder Meeting

Part 1: Share insights on as-is

During this phase, align everyone by setting the context of previous discussions across different parts of the org. To make the opening most successful, consider having a call before the call with your champion so they can help set the stage. Coach them to start with a phrase like “The reason I gathered you all here today is to...”

This type of opening helps tap into their leadership, helps set you up to look like an expert instead of a sales person ready to pitch.

Part 2: Share what’s possible

This is where you drive engagement from several executives. Start co-creating the shared vision of a brighter tomorrow. Draw on the board, and be sure to share the marker with others.

This is the stage where you share metrics, stories of similar clients, and discuss the impact of what your partnership could entail.

Part 3: Agree to a plan

One or more staff members from the department responsible for stakeholder relations also are present to facilitate the discussion. Coordinate on who will take notes and attend to meeting logistics, including follow through and next steps. Internal or external subject-matter experts are invited to give presentations on a specific topic or answer questions.

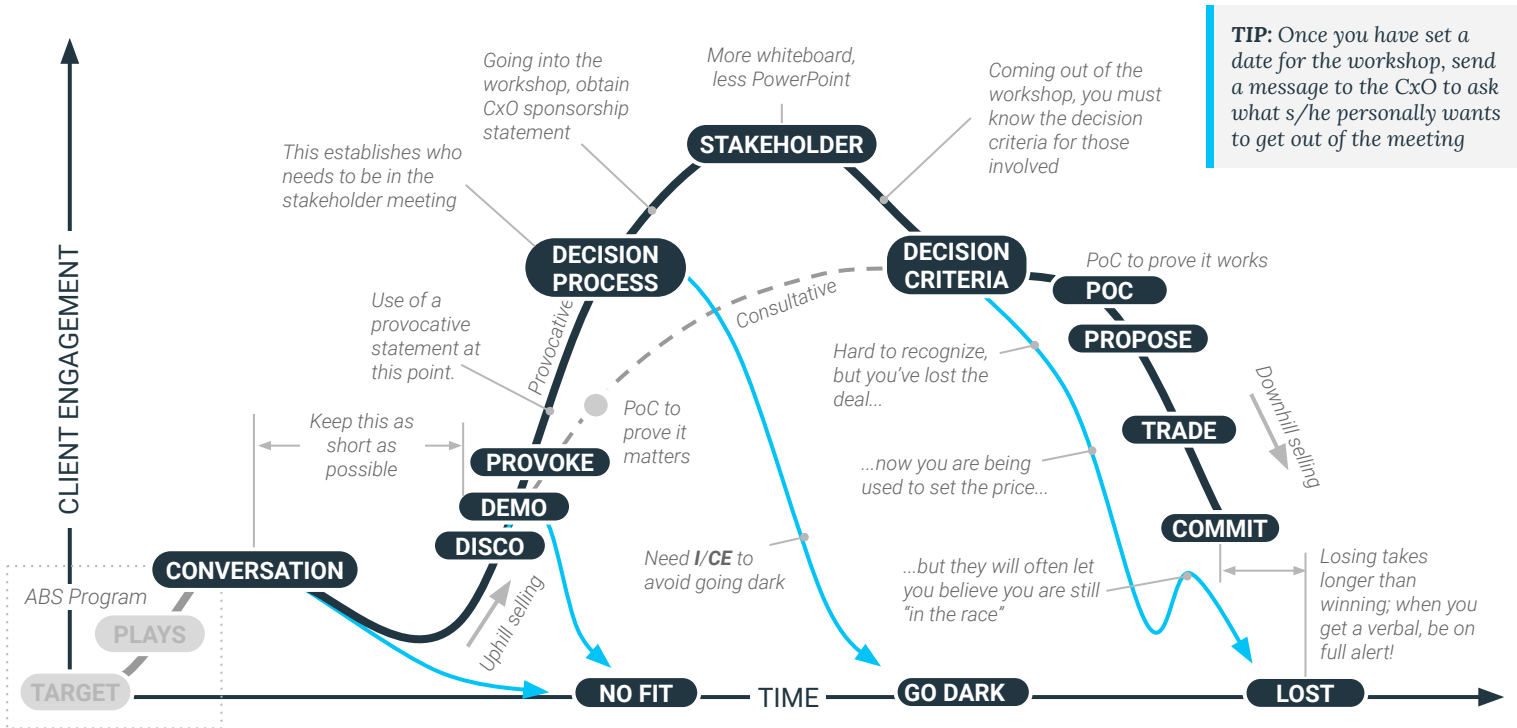


Figure 2: Where the stakeholder meeting fits in a provocative selling process

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