Strategic Stakeholder Management

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By Zillay A. Nawab, President, Hashtag Consulting Solutions Inc. Canada
Stakeholders Definitions

- Person, group or organization with a concern or interest
- Stakeholders can affect or be affected by the organization
- Stakeholders may perceive they are affected by the organization
- Stakeholders perception can radically impact an organization
- Not all stakeholders can be treated at par
Stakeholders Management Drivers

- Organizational excellence best practice
- UN SDGs’
- Climate change
- Political and societal expectations
- Evolving technological advancement
Key Questions

- Who are your stakeholders?
- What are the stakeholder expectations?
- How are the stakeholders impacted by your product/service?
- Are the stakeholder touch points mapped and governed by SLAs’?
- Do the stakeholders understand your service proposition?
Benefits of strategic stakeholders management?

- Enhance Internal stakeholders satisfaction
- Shorten and/or minimize processes and timelines
- Agree on and understand obligations of all stakeholders
- Improve employee morale
- Enhance External stakeholders satisfaction
Key Stakeholders Issues

➢ Funding

➢ Collaboration

➢ Communication

➢ Engagement

➢ Relationship
Stakeholder Collaboration

- Process level
- Technology level
- Project level
- Design (new product/service)
- Long-term partnership
Stakeholder Communication

- Systematic process
- Multi-channel
- 2-way
- Consistent messaging
- Closure of loop
Stakeholder Engagement

- Town hall gatherings
- Joint problem solving
- Societal endeavors
- Advocacy
- Goodwill
Service Level Agreements - types

- Single Beneficiary (BY) and multiple Service Providers (SPs’)
- Single SP and multiple BYs’
- Cross-divisional
- Single-division
- Linkage to overall value-chain
Service Level Agreements - process

- Identify, prioritize areas of pain
- Start with the BY, map as-is process
- Review, drill-down and optimize BY related processes/timelines
- Meet 1-2-1 with all SPs’ and repeat above
- Invite BY and SP to review process & agree on obligations
Thank you.

For additional information please contact:

Zillay A. Nawab

info@hashtagsolutions.net