

# Strategic stakeholder engagement

An overview of stakeholder management processes to support and enhance stakeholder relationships across organisational value chains

## Stakeholder identification

- Conduct stakeholder mapping by identifying material issues and priority stakeholders.
- Identify stakeholders impacted by company activities (directly and indirectly) and by stakeholder interest and influence (positive and negative).

## Stakeholder engagement

- Create and customise engagement plans, based on the type of stakeholder, and inform stakeholders of the engagement strategy, objectives and intent.

## Stakeholder management

- Implement and manage the engagement process, follow engagement plans and track commitments made to stakeholders.

## Grievance management

- Provide proactive and responsive opportunities and solutions to deal with stakeholder expectations and concerns.

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## Stakeholder prioritisation

- Prioritise and classify stakeholders according to risk, opportunity, influence, interest and impact.
- Analyse key stakeholders and prioritise stakeholders that could influence company activities and strategies.

## Stakeholder communication

- Customise engagement tools and methodologies per stakeholder group.
- Consider stakeholder engagement preferences in design and planning of stakeholder engagement activities.

## Stakeholder monitoring

- Communicate and engage with stakeholders.
- Assign responsibilities to internal stakeholders for the engagement process.
- Monitor and document engagement activities.

## Stakeholder reporting

- Report to stakeholders on commitments, stakeholder engagement objectives, management plans and outcomes of engagement.



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