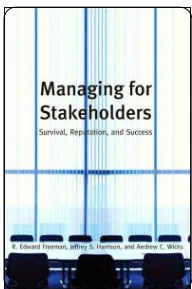


MEETING IN A BOX

Understanding Stakeholders and Assessing Their Impact

Stakeholders are all the people who have a defined interest in your product or service and have an impact on its success. They are not just the customers but also those who provide resources and services. A key part of product management is to identify the stakeholders and their needs and then work with them to ensure that your product will be successful.



- **Step 1:** Have your team read the getAbstract summary of **Managing for Stakeholders**. To access the summary, click on the book cover.
- **Step 2:** Schedule a team meeting to discuss the questions below.
- **Step 3:** Have a discussion with your team.

“Strategic thinking needs to be transformed into stakeholder thinking and thinking about the enterprise as a whole.”

R Edward Freeman

Author – Managing for Stakeholders.

Discussion Questions

1. How often do you interact with your stakeholders?
2. What is the best way to build stakeholder relationships?
3. What are some things you have done to get to know your stakeholders?
4. What is the biggest challenge you've faced when communicating with stakeholders?
5. How do you manage the interests of your stakeholders?

Additional resources:



Stakeholder
Management



Business Ethics