



# Managing Internal Stakeholders: 7½ tips

**Dr Lynda Bourne**  
**Stakeholder Management Pty Ltd**  
**Melbourne**

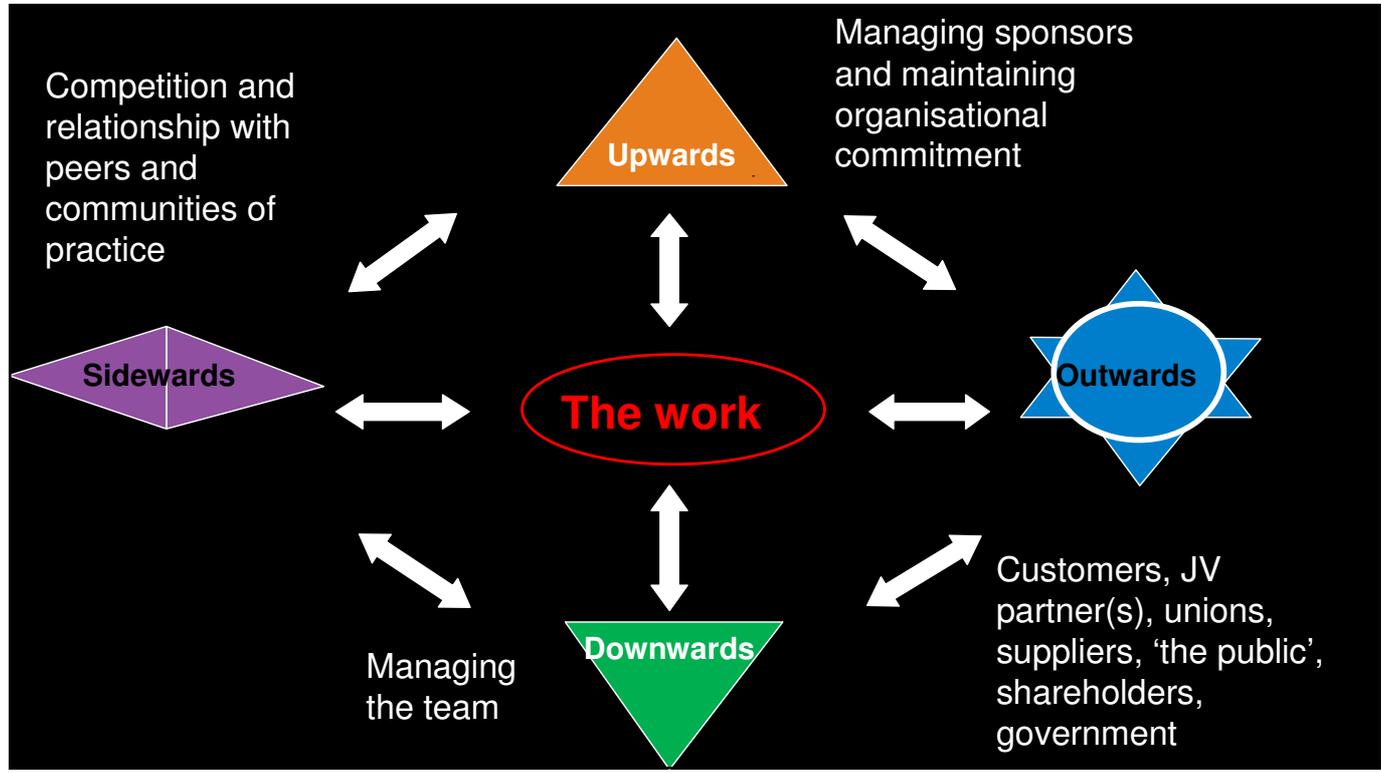
**But first...**



# Stakeholders



# Who are stakeholders?



# Communication



# The Tips

I  
**What are you doing (really)?**



## The activity

- Objectives
- Outcomes
- Scope
- Timeframe
- Environment
- Benefits

## 2

# Eliminate stakeholder myopia





### 3

## Who is important?





# 4 Expectations





# 5 The Change Challenge



## David Rock - SCARF

- Status
- Certainty
- Autonomy
- Relationships
- Fairness

# 6

## The Power of the Team





# 7 Credibility Bank





## 7.5 Networks





## The Tips...

1. Be clear on what you are *really* doing
2. Beware stakeholder myopia
3. Know who is important
4. Know your stakeholders expectations
5. The change challenge
6. The power of teams
7. Invest in your credibility
- ½. Build and maintain your networks





**Dr Lynda Bourne**  
**Stakeholder Management Pty Ltd**

[lyndab@stakeholder-management.com](mailto:lyndab@stakeholder-management.com)

@lyndashm

