

Stakeholder Analysis

Stakeholders	Their views in respect of your Organisation	Your strengths in managing these views	Your vulnerabilities with reference to these views
Customers	<ul style="list-style-type: none"> • Overall positive opinion evidenced by our 35- 45% market share in our core business segments • Large player who has a specialist broad array of skills but needing to show improved capability in providing innovative solutions 	<ul style="list-style-type: none"> • This level of market share is for us to lose – risk management can help protect value • Market share gives a solid base to try new and innovative thinking – risk management can help identify the right opportunities to take 	<ul style="list-style-type: none"> • Risk is not seen as customer centric • Risk is not seen as innovative
Employees	<ul style="list-style-type: none"> • Generally a good employer • Stable and consistent 	<ul style="list-style-type: none"> • Good employers manage risk 	<ul style="list-style-type: none"> • Employees will be set in their ways – “we already manage risk”
Regulator	<ul style="list-style-type: none"> • They are adversarial in their approach which costs us in “over compliance” activities 	<ul style="list-style-type: none"> • We are good at processes and systems which means we can get compliance pretty right 	<ul style="list-style-type: none"> • Compliance has been used as stick to get things done rather than a value enhancer. Risk is seen as a compliance activity
Suppliers	<ul style="list-style-type: none"> • Good payers at 45 – 60 days • Good relationships 	<ul style="list-style-type: none"> • Risk management can help identify the right opportunities to take with suppliers to help us be innovative 	<ul style="list-style-type: none"> • Introduction of risk will be seen as a burden. More red tape.