| Stakeholders | Their views in respect of your Organisation | Your strengths in managing these views | Your vulnerabilities with reference to these views |
| --- | --- | --- | --- |
| Customers | * 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
 | * 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
 | * Risk is not seen as customer centric
* Risk is not seen as innovative
 |
| Employees | * Generally a good employer
* Stable and consistent
 | * Good employers manage risk
 | * Employees will be set in their ways – “we already manage risk”
 |
| Regulator | * They are adversarial in their approach which costs us in “over compliance” activities
 | * We are good at processes and systems which means we can get compliance pretty right
 | * Compliance has been used as stick to get things done rather than a value enhancer. Risk is seen as a compliance activity
 |
| Suppliers | * Good payers at 45 – 60 days
* Good relationships
 | * Risk management can help identify the right opportunities to take with suppliers to help us be innovative
 | * Introduction of risk will be seen as a burden. More red tape.
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