| 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. |