**1.1 STAKEHOLDER ANALYSIS**

This initial analysis focuses on relationship between enterprise strategy and its links with particular stakeholders. This area is determining any business and its success. It influences also resource efficiency within production process and within the life cycle of product. Here can be hidden important strategic business risks and opportunities for improvement of enterprise performance.

**Implement the following indicative analysis in order to collect information for identification of potential areas for improvement at this strategic level:**

a) Prepare list of major strategic priorities of an enterprise and fill it into the table 1.1.

b) Prepare list of enterprise specific stakeholders and fill it into the table 1.1.

In order not to miss any important stakeholder you can utilise the following checklist of the most frequent influential stakeholders:

* Enterprise owners
* Enterprise management
* Enterprise staff
* Customers (and their organisations)
* Partners (industry associations etc.)
* Suppliers
* Competitors
* Governments (national, regional, local)
* Local community
* Not for profit organisations
* Financial institutions

c) For each relationship stakeholder - strategic priority analyse how given stakeholder influences enterprise effort in achieving given strategic priority. You can quantify this influence - on scale 1 - 3 and fill it into the table 1. You are encouraged to choose another scale if more appropriate for the given case.

**Outputs:**

a) You can see how score your stakeholders in relationship to the strategic priorities of your business (you can put a sum of your scores for each stakeholder into the last column in order to see overall indicative importance of each stakeholder).

b) Where is identified box with a high importance which is not reflected in enterprise activities related to given stakeholder, such a box indicates possible potential for improvements which could be further explored. You can colour it for your record.

Utilise this information in working with form 1.4.

**Table 1.1 Enterprise strategic priorities in relationship with enterprise stakeholders**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **STRATEGIC PRIORITIES****STAKEHOLDERS** |  |  |  |  |  | **(sum)** |
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