

Stakeholder Relations Management

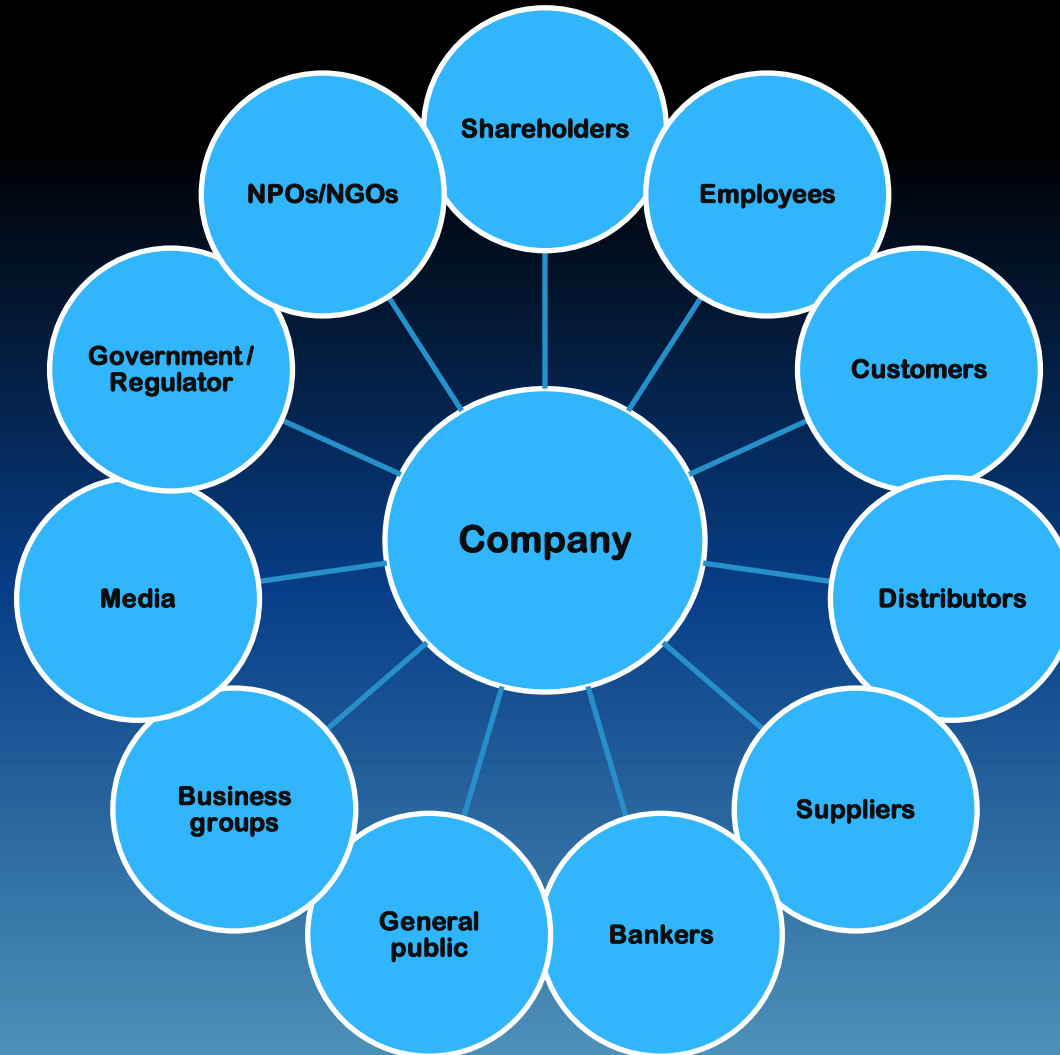
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SRM: The definition

Stakeholder Relation Management is the system of strong and constantly maintained dialogs with individuals or groups in order to create positive impact on company's success.

SRM: traditional groups



SRM: Core Elements

Analysis

- Key players / stakeholders
- Issues
- Level of commitment or resistance

Strategy of communications

- Methods to contact and frequency of contacts
- Plan and key messages to perform constant dialogue
- Ongoing evaluation and feedback

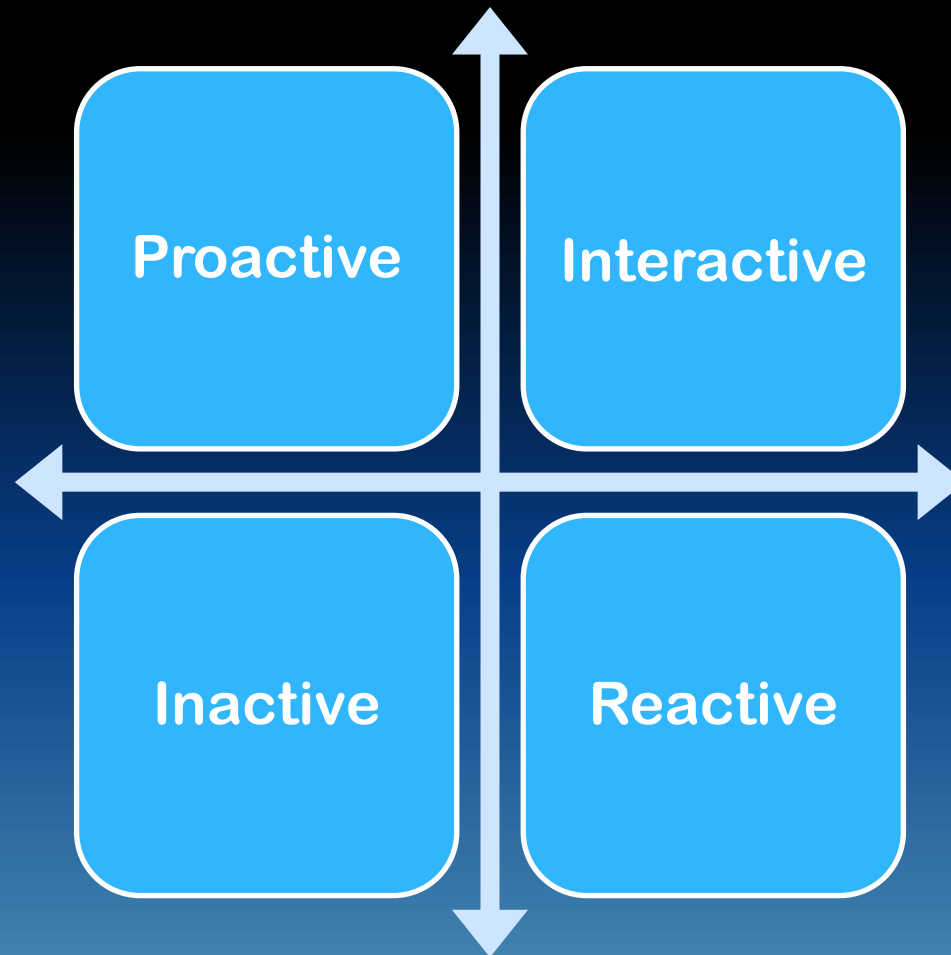
Engagement /Implementation

- Methods to involve in constant dialogue

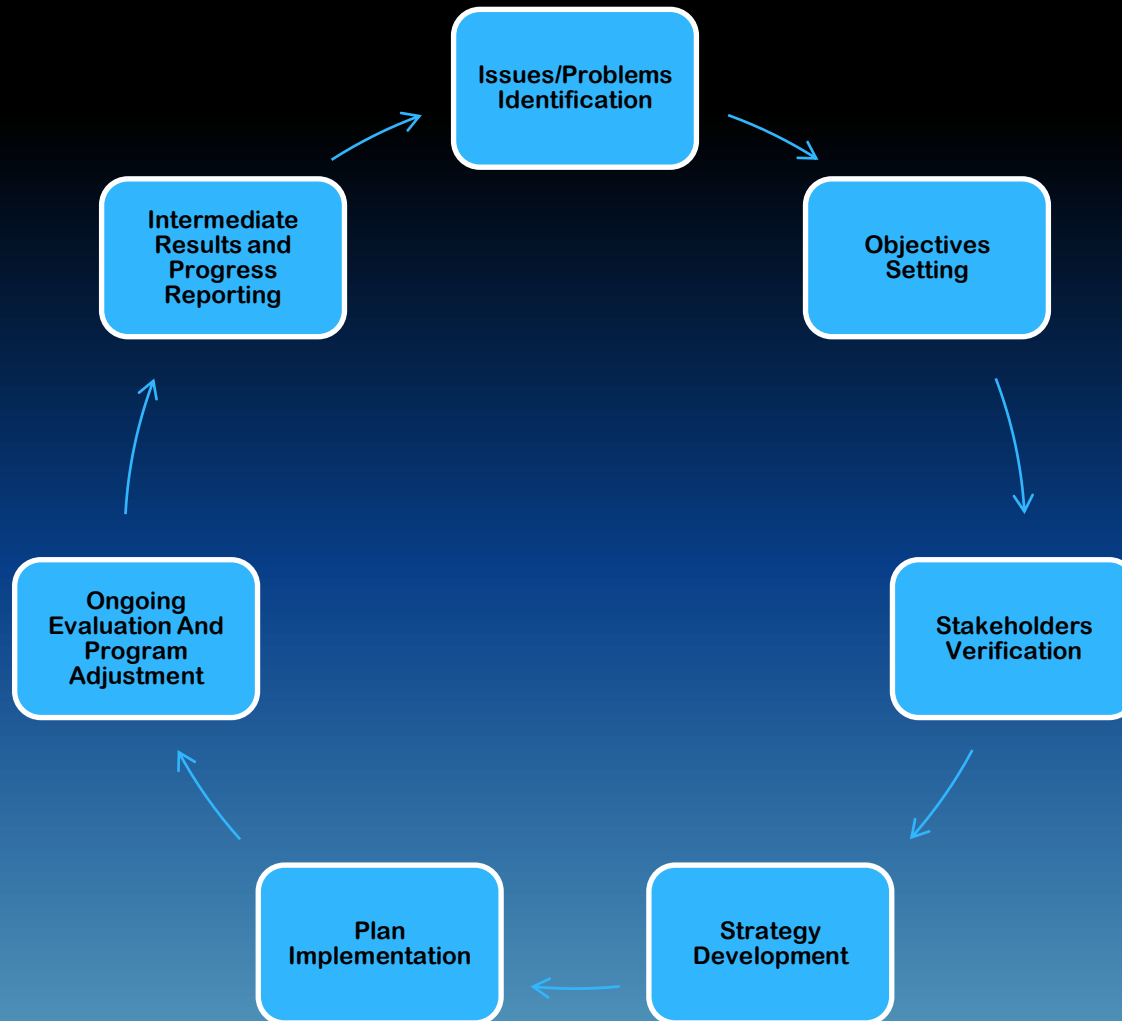
Assessment / Effectiveness evaluation

- Progress of communications, milestones
- Adjustment of team

SRM: Types of Strategy



SRM: It's a Process!



SRM ToolBox

- **Electronic – email, website, social network**
- **Personal – face2face**
- **Public – conferences, committees, meetings**
- **Visual – video, tv, billboards**
- **Written – reports, analytics, newspapers**

SRM: Target Group Mapping



Sample Strategy Table

Stakeholder	Current Situation	Desired Situation	Key Issues	Actions	Team Member	Progress
Employees	Neutral	Neutral	Social, healthcare	Newspaper	HR	some
Regulator	Negative	Supportive	Competition	Face-to-face, analytics, poll, committees	GR, CEO,	not at all
Bankers	Supportive	Supportive	None	Keep informed	IR	good
General Public	Negative	Neutral	Environment	CSR activities, billboards, tv	PR, CEO	some



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THANK YOU:))