

# UNIT 4002V1

## Assignment Brief: Managing stakeholders' expectations.

### » INTRODUCTION

This unit is about having the knowledge and skills to be able to identify organisational stakeholders, understand and monitor their requirements and identify opportunities to improve what you provide to them.

### » SCENARIO

Learners may use their own employment context, or that of another organisation with which they are very familiar, to base their assignment. However, in the case that they are not able to do so, please use the below scenario:-

You are a junior manager, leading a team of 6 staff in a medium sized company. You are required to balance the needs of multiple groups of internal and external stakeholders.

### » TASK 1

Explain the key characteristics of the interests and drivers which differentiate organisational stakeholders, to include, as relevant to your organisation: employees and trade unions, those with primarily financial interests (such as creditors, shareholders, owner and investors), customers, suppliers, government agencies and the wider community.

Guideline word count: 300 - 400 words

#### **A.C. 1.1 - Differentiate between relevant organisational stakeholders**

### » TASK 2

Define what is meant by the terms 'primary' and 'secondary' stakeholders. Provide a list distinguishing primary and secondary organisational stakeholders for your company or work area, or the scenario above, and provide examples differentiating their needs and expectations. Taking the practical examples you have already provided, identify the organisational systems and processes that are used, or are available, to monitor and analyse actual performance against stakeholder expectations. You may provide part of your answer in the form of a chart or table if this helps.

Guideline word count: 1,050 - 1,200 words

#### **A.C. 1.2 - Distinguish between primary and secondary organisational stakeholders**

#### **A.C. 2.1 - Differentiate between the expectations of primary and secondary organisational stakeholders**

**A.C. 2.2 - Identify monitoring systems for analysing the achievement of primary and secondary organisational stakeholder expectations**

» **TASK 3**

Identify a product or good, a service and a communication format for three different occasions or circumstances that are offered to supply, inform or engage primary and secondary organisational stakeholders. Use practical examples to illustrate your answer.

Guideline word count: 450 - 600 words

**A.C. 3.1 - Identify provisions offered to primary and secondary organisational stakeholders**

» **TASK 4**

Identify a gap in a product or good, a service or communications offered to a primary or secondary organisational stakeholder, using a work based example if possible, or the scenario provided. Discuss how you could develop this provision to meet the needs of the stakeholder(s). Devise a method to review the impact of the provision, identifying the benefits to the organisation and any potential drawbacks.

Guideline word count: 650 - 800 words

**A.C. 3.2 - Develop provisions for a primary or secondary organisational stakeholder that would impact on stakeholder expectations**

**A.C. 3.3 - Devise a method which reviews the impact of the developed provision to the stakeholder**

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