

## Introduction:

### Maintaining perspective on the stakeholder map'

Wyze2 offers Management Services all over the globe. With our long-term CEO/CXO experience in over 20 countries we believe it's time to 'give back' as the Americans so eloquently say.. For us this means that we are active as Board members, Advisors or as Coaches for young leaders; often quietly in the background. We've had our 'TV-time'; it's your time now!

Our new Newsletter will be posted on our LinkedIn pages and our website [www.wyze2.com](http://www.wyze2.com). ..We will select 'hot' items from the news, use these as examples and call on our experience to explore some of the main underlying topics. In other words, we endeavour to contribute to a better understanding, especially needed when in a leadership role. We hope you'll enjoy reading and please contact us in case you have questions.



## Maintaining Perspective

## Stakeholders Management :-

### Maintaining perspective on the stakeholder map

Have you ever experienced that someone - out of nowhere – just popped up and lodged complaints, or worse a court cases against you or your company? Stakeholders disappear and new ones appear and stakeholder attitudes and behaviour change, and that really shows that your stakeholder map is far from static! A regular and informed review of your stakeholder map will enable you to anticipate and adjust your interaction with them, allowing you to maintain a satisfactory balance – never perfect, of course – as you continue, or help continue, to lead your company in achieving its goals and objectives.

Last time we talked about the UK Post Office and it continues to provide material for our Newsletters. We have noted before how often customers and staff appear to be ignored as stakeholders. It is quite extraordinary that, with all the bad publicity surrounding the Post Office plus the lack of resolution to settle the disputes with their employees (the post masters), they have chosen to announce large price increases and also that 'they nominate attendees to a Garden Party at Buckingham Palace'. 'Insensitive' is the most polite term we could find to describe this behaviour. It is difficult to see, especially now, how these two decisions assist the achievement of the Post Office's proclaimed objective, namely to always maintain 'a good reputation with the general public'; i.e. their customers.

Tesla's plant in Germany has been targeted and sabotaged by a group that states they 'lit a beacon against capital, patriarchy, colonialism and Tesla'. Big ambitions. Elon Musk has responded by stating 'These are either the dumbest eco-terrorists on Earth or they're puppets of those who don't have good environmental goals. Stopping production of electric vehicles, rather than fossil fuel vehicles, ist extrem dumm ["is extremely stupid"].' Tesla has, of course, enlisted the support of local and national politicians in dealing with this. It is very evident from this story that Tesla is very focused on the achievement of its own firm goals and is not going to be sidetracked by activities that it considers to be 'extrem dumm' or illogical.

In our own careers we have both dealt with stakeholders whose objectives do not at all align with the company's; and we agree, there are times when one needs to robustly defend one's activities and to bring into play your - sometimes political - stakeholders. Keeping on top of your stakeholder map will guide you in making those decisions and ask for stakeholders assistance. 'No surprises' is the key here!