



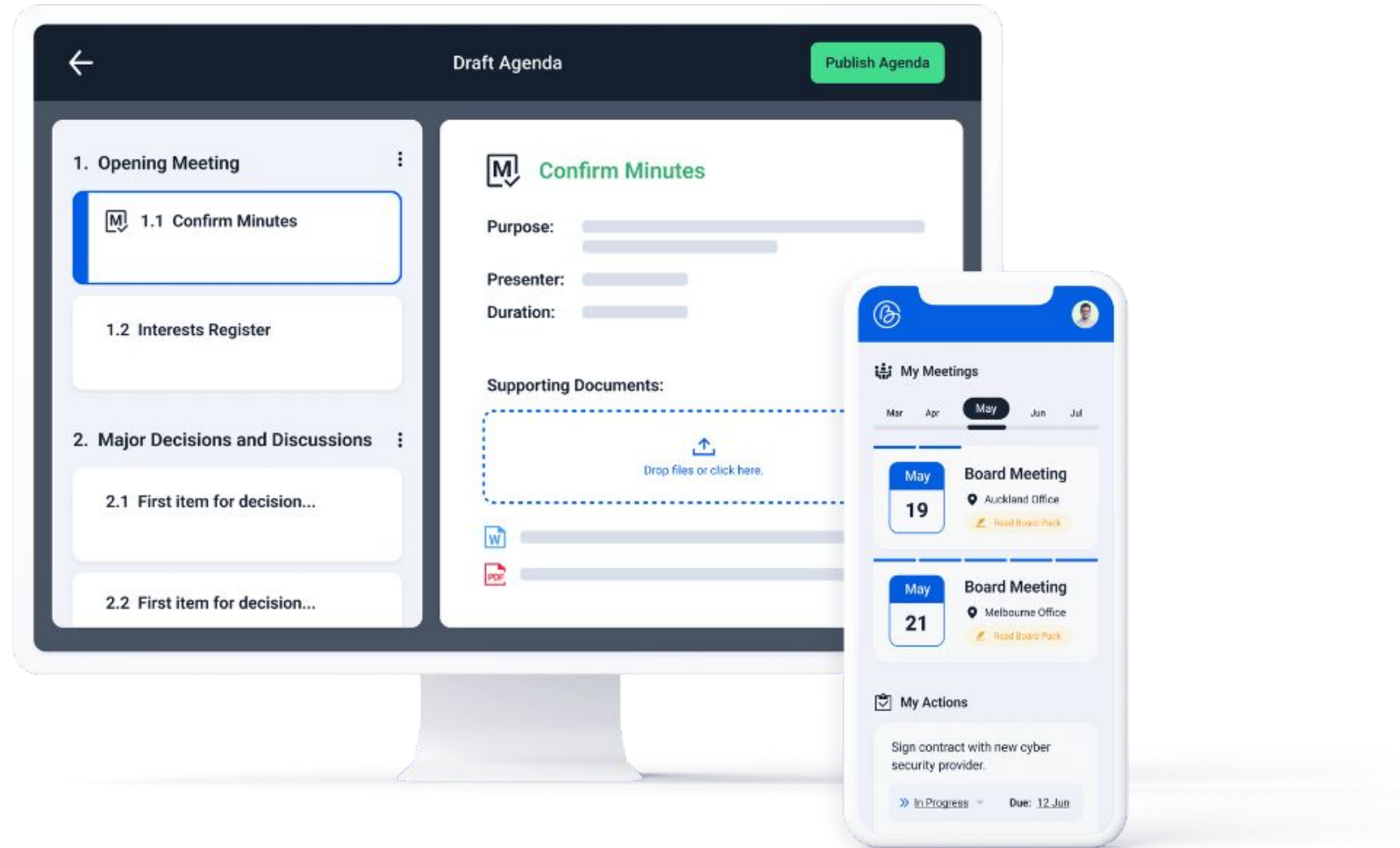
Webinar

Negotiating Stakeholder Alignment

Special Guest **Fiona McKenzie**









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questions**





Fiona McKenzie

Managing Director
Resolving Matters



Steven Bowman

Managing Director
**Conscious
Governance**

③ Stakeholders and Their Priorities



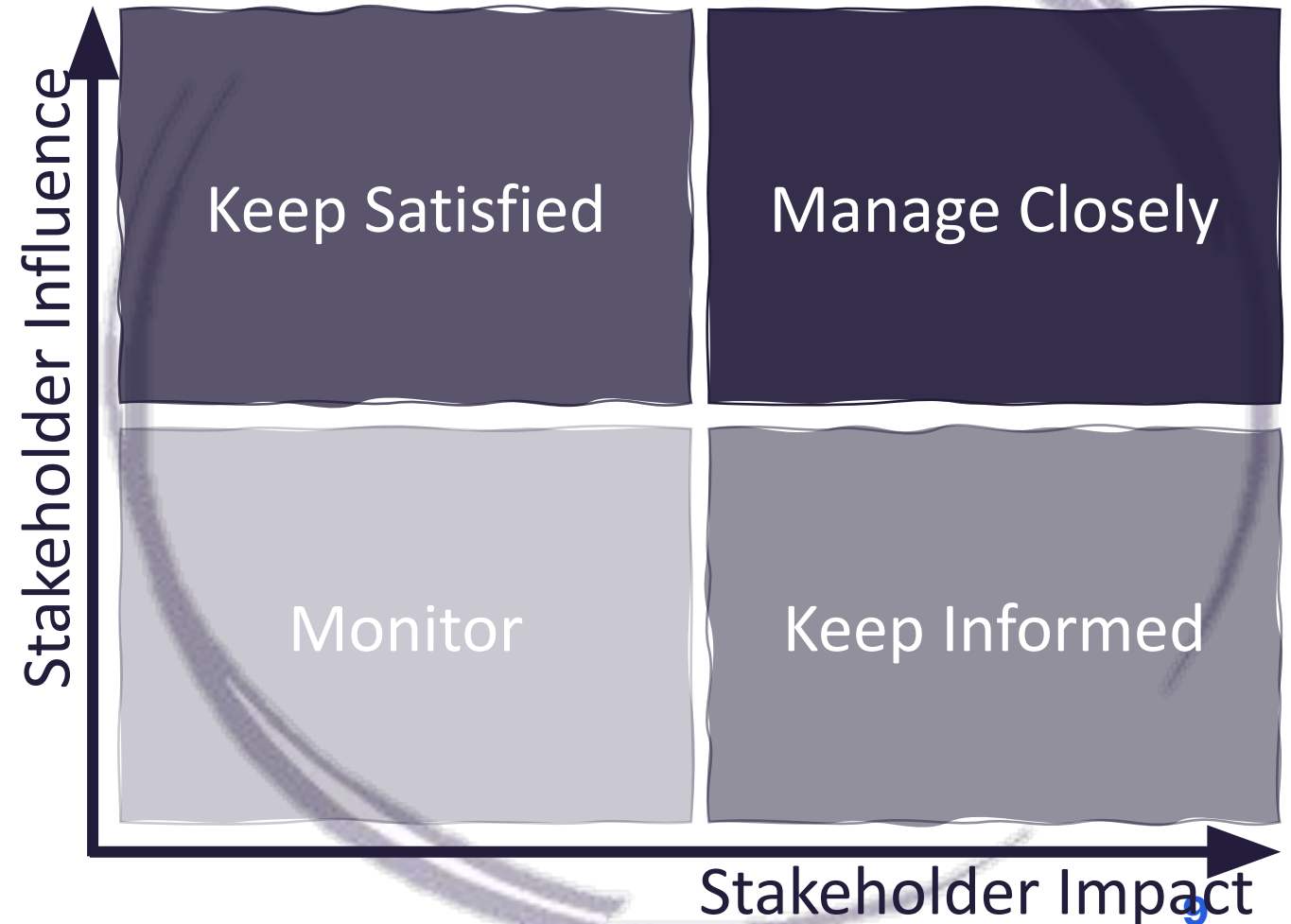
- **BOARD MEMBERS**
want risk reduction and strategic success
- **INVESTORS**
want financial returns and sustainability
- **EMPLOYEES**
want job security and a good workplace
- **CUSTOMERS**
want competitive pricing and service
- **REGULATORS**
want compliance with laws and regulations





Influence and Impact

- One approach is to map stakeholders according to their level of influence and the impact on them.
- This works well for projects and single issues but not always for a complex organisation as a whole.

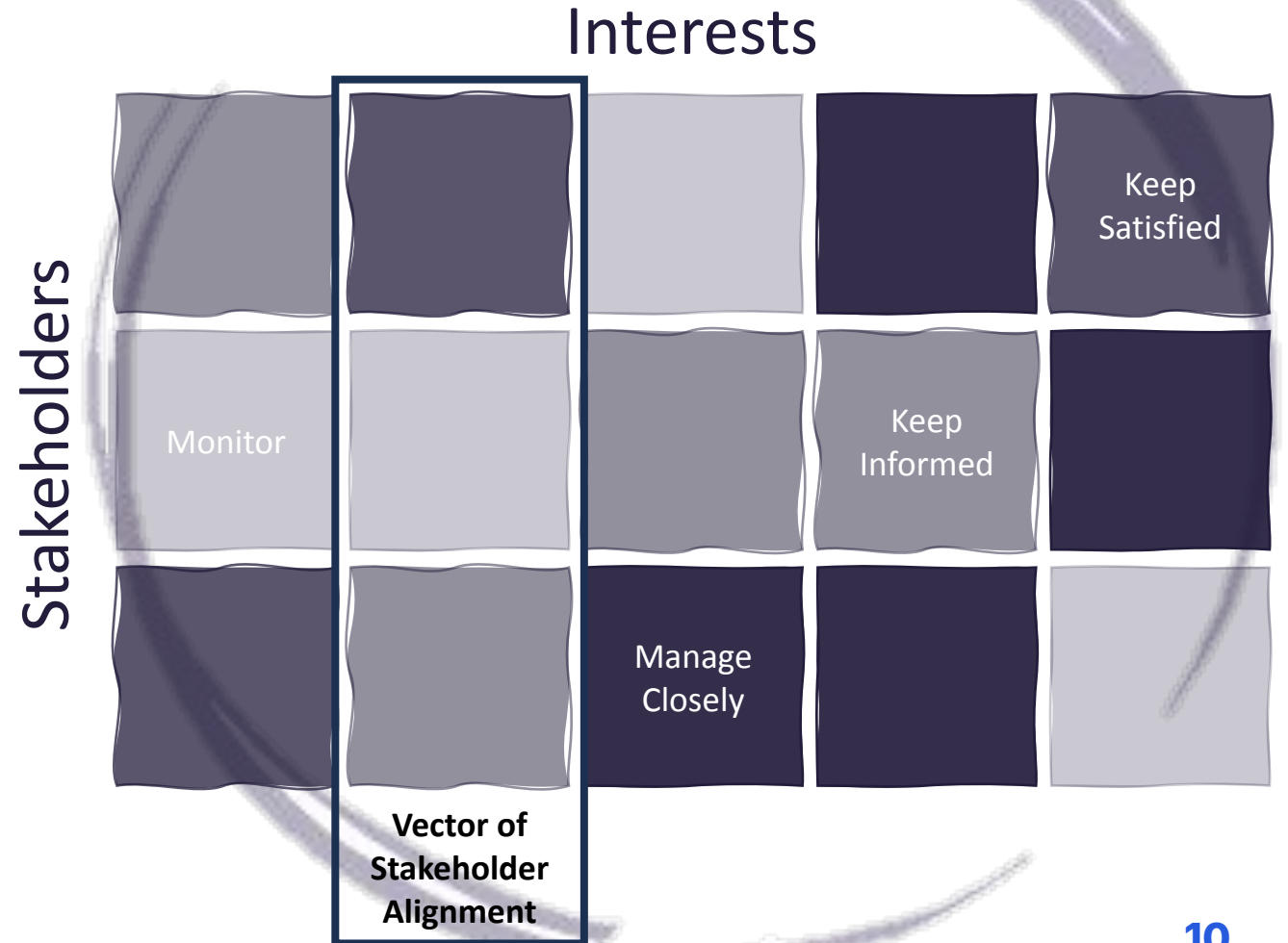




An Ecosystem Approach



- Stakeholders' interests can be viewed as a heat map.
- Every stakeholder has a vector of interests and every interest has a vector of stakeholders.
- This provides a clearer view of alignment across complex interests.





The Myth of the Fixed Pie



- Understand stakeholders' interests
- Look past zero-sum thinking
- Avoid rigid positions
- Build trust and share information
- Create value through collaboration
- Pursue win-win negotiations





Negotiating Trade-Offs



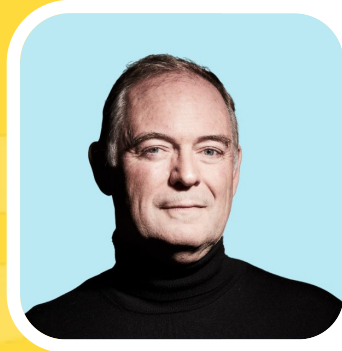
- A win-win isn't possible every time
- Trade-offs and concessions are all about balance
- Be transparent and engage often
- Always seek reciprocity
- Find ways to lock in their commitments
- Where possible, craft shared narratives





Fiona McKenzie

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Bowman**

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QR code to
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Thank you

