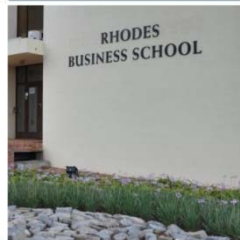**Rhodes Business School**
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Responsible Leadership | Engaged Business | Integrated Society

RHODES UNIVERSITY
Where leaders learn

RHODES BUSINESS SCHOOL

SGB Introductory Talks:
Stakeholder Relationship Management

By Noel Pearse

Stages of the Stakeholder Relationship Management Process

- 1. Identify Stakeholder Groups
- 2. Identify specific Stakeholders within the groups
- 3. Identify their expectations/needs
- 4. Identify any tensions between the various expectations
- 5. Develop an issues matrix to identify the priority issues
- 6. Develop a Power/interest matrix of Stakeholders
- 7. Identify how to manage relations with each stakeholder, based on their priority issues and the P/I matrix

Main Stakeholder Groups of School SGBs

- Staff
  - SMT
  - Teachers
  - Support Staff

- Learners

- Parents

- Department of Education

- Local Community

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ISSUES MATRIX

- **Instructions**
- Identify the top issues that the School encounters. List them in the first column.
- From the perspective of each stakeholder, rate how important each issue is for them.
  - If it is "Not at all important", rate this as a 1.
  - If it is "Slightly important", rate this as a 2.
  - If it is "Important", rate this as a 3.
  - If it is "Fairly important", rate this as a 4.
  - If it is "Very important", rate this as a 5.
- Add up the ratings for each issue and write the total in the last column.

Issue	Staff	Learners	Parents	DoE	Community	Other	Total
1							
2							
3							
4							
5							

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MATSIX

- **Imiyalelo**
- Ukuchonga imiba ephambili edibana neSikolo. Bhala phantsi kwikholamu yokuqala.
- Ukususela kwimbono yabathathi-nxaxheba abachaphazelekayo, bahlole ukuba kubaluleke kangakanani umcimbi ngamnye.
  - Ukuba "akubalulekanga kubaluleke kakhulu", linganisa oku njengesi-1.
  - Ukuba "kubaluleke kakhulu", qinganisa oku njengesi-2.
  - Ukuba "Kubalulekile", qinganisa oku njengesi-3
  - Ukuba "kubaluleke kakhulu", qinganisa oku njengesi-4.
  - Ukuba "kubaluleke kakhulu", qinganisa oku njengesi-5.
- Hlanganisa iimilinganiselo zemiba nganye kwaye ubhale inani elipheleleyo kwikholamu yokugqibela.

Khupha	Abasebenzi	Abafundi	Abazali	DoE	Yoluntu	Okunye	Iyonke
1							
2							
3							
4							
5							

Typology of the Nature of a Crisis
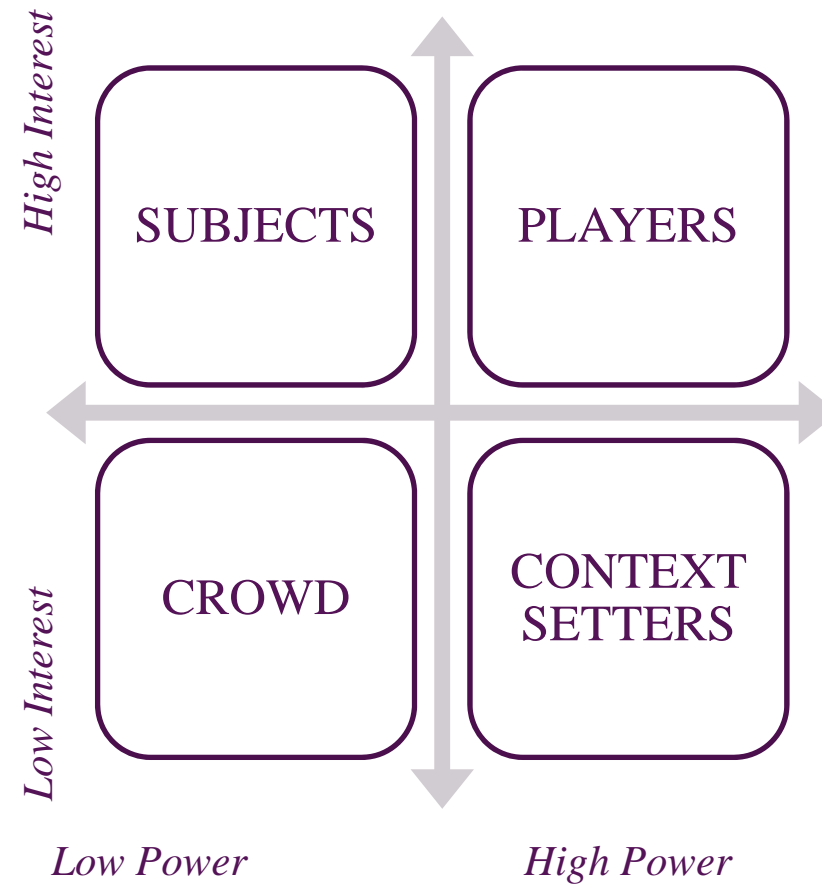
Note: Interest can be high, but either positive or negative

Stakeholder Relationship Management Strategies

5 Delegate responsibility to another

↑

4 Partner with others

↑

3 Consult

↑

2 Inform

↑

1 Ignore