

Stakeholder Management

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30 June 2025

Aim of our session

AQA - Stakeholder management:

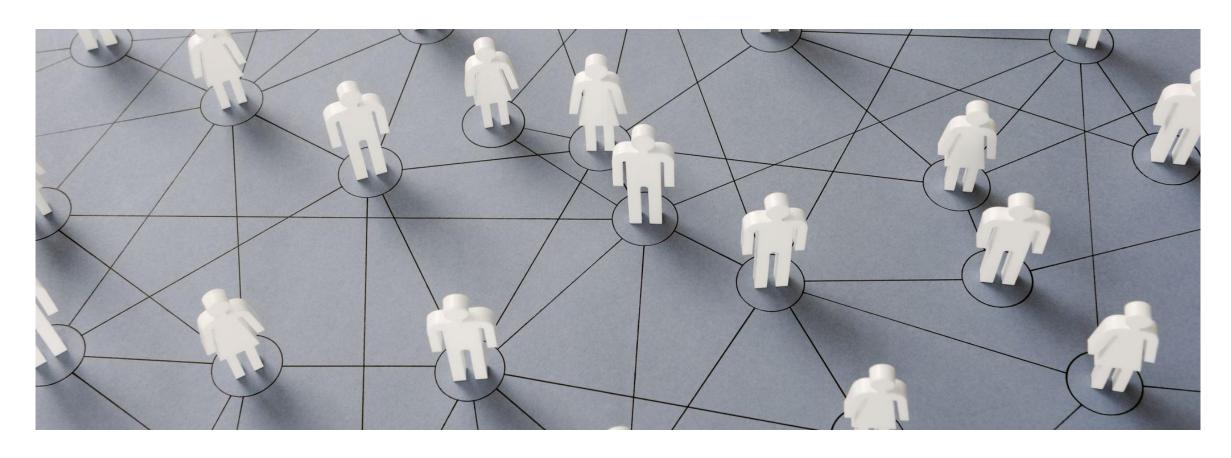
Aim

To provide you with tools for helping you to effectively manage your stakeholders. Build skills and expertise around stakeholder management to support exams officers in role, and ensure that working practices are as efficient as possible...





We're better connected.....





Group Activity



"You're preparing for the summer exam series.

"Who are your key stakeholders?"

....and Why?





Its time for you to have your say....

Using the following Slido details, please answer the following question then submit

"In one word, What is your biggest stakeholder challenge?"



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Open mic time....

Who would like to share what you put and why?....





Good Stakeholder Management

Definition of stakeholder management

Good stakeholder management involves actively engaging with stakeholders, understanding their interests and needs, and effectively communicating and collaborating to ensure project success and positive relationships

So....

What is good stakeholder management?

How do you develop good stakeholders' relationships?





Exam Officer Stakeholder Mapping - To Consider...



1. Identify Stakeholders

List all potential stakeholders, including internal and external parties

2. Prioritise Stakeholders

Start to identify key stakeholders who need the most attention and communication

3. Develop Engagement Strategies

Create tailored strategies for engaging with different stakeholders based on their priorities and needs. This could involve regular updates, meetings, workshops, or specific communication channels.

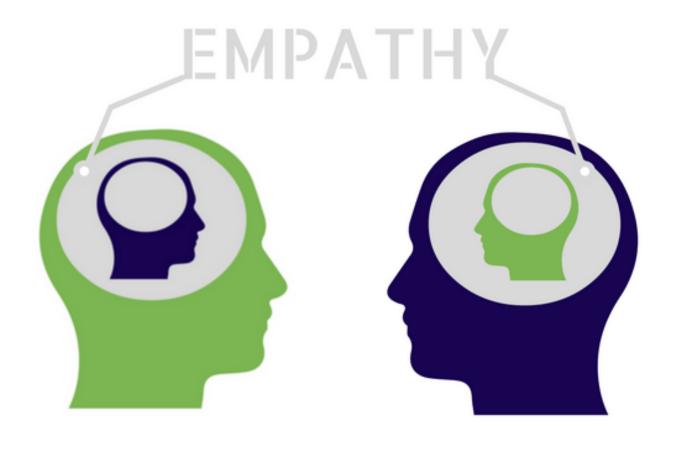


Prioritising Stakeholders





Empathy Mapping and what is it???





Empathy Map What do they think and feel? What Really Counts Major Preoccupations Worries & Aspirations What do they hear? What do they see? What Influencers Say Enviroment What Boss Say Friends What the Market Offers What Friends Say What do they say and do? Behavior towards others Attitude in public Appearance

Empathy Mapping

As a takeaway, this is something to reflect about the power of the relationships with the stakeholders



Takeaways - Post learning

Please provide me your email address if you wish to access additional learning





Summary and Close







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