



SOCIAL INVESTMENT ROUNDTABLE DISCUSSION (SIRD)

STAKEHOLDER MANAGEMENT FOR SOCIAL INVESTMENT

Via:



Narasumber:



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15.30 - 17.00 WIB



<https://socialinvestment.id>



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Stakeholder Engagement

By: Herry Ginanjar

Presented in Webinar hosted by SII

Friday, 26 June 2020

Stakeholder Engagement



Corporate sustainability requires a firm to meet the needs of both its direct and indirect stakeholders (Dyllick & Hockerts, 2002)

Why We Need to Engage Stakeholders

01

To dig how they perceive and support us (get their concerns, expectations, and issues)

02

To strengthen relationship (increase stakeholder perception rate/index)

03

To meet compliance requirement (mandatory engagement)

04

To help minimizing risks and resolving issues involving these stakeholders

05

To help the company reaching its objectives and moreover business sustainability

How Stakeholder Perceive Us?



Negative

They reject us, they don't want to meet us. They always put us in uncomfortable condition.



Neutral

They don't reject us nor support us. They keep distance and doing formal relationship, as necessary.



Positive

They have a good understand of us and in the same mission with us. They are cooperative and willing to collaborate with us

Measuring Stakeholder Perception

Communication

This factor measures how good is our communication with this stakeholder, how frequent (both number and percentage), and how is his/her respond tones.

This factors measure how good is our collaboration and synergize. The level can be identified from i.e. number of contracts or agreements made.

Co-operation

Convert them to number

Acceptance

This factor measures how our stakeholder welcome and willing to meet and response (both number and percentage) to our inquiries

This factor measures the level of trust from our stakeholder. The trust level can be quantified, i.e. through survey or number of repeat order.

Trust



Key Stakeholder Profiling



1

Can help making important decisions on how to sell business change to the organization and how best to communicate the features and benefits of recommendations

2

Can help to understand stakeholder needs, priorities, requirements, and their relative influence/power over the issues and/or the project.

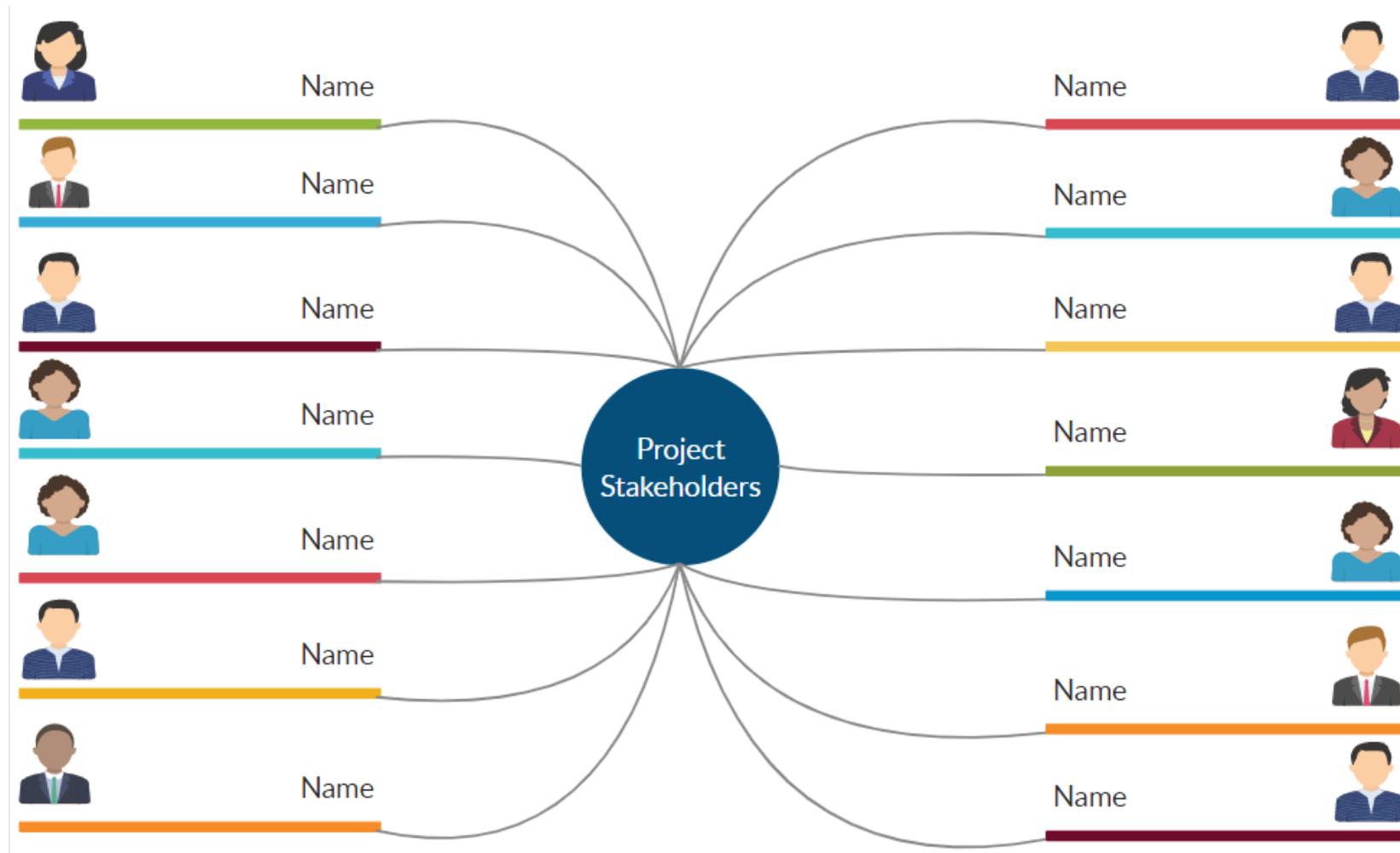
3

Can provide vital information about each stakeholder concerns, interests, issues, etc. to develop a strategy for system acceptance and refined into requirements

4

Can help identifying gaps in their knowledge of stakeholders which would lead them to seek and acquire the necessary information.

Analysing Stakeholder (Intro)



Stakeholder Analysis Steps

01

Identify Stakeholder. Know better our stakeholders and its power, interest, and importance

02

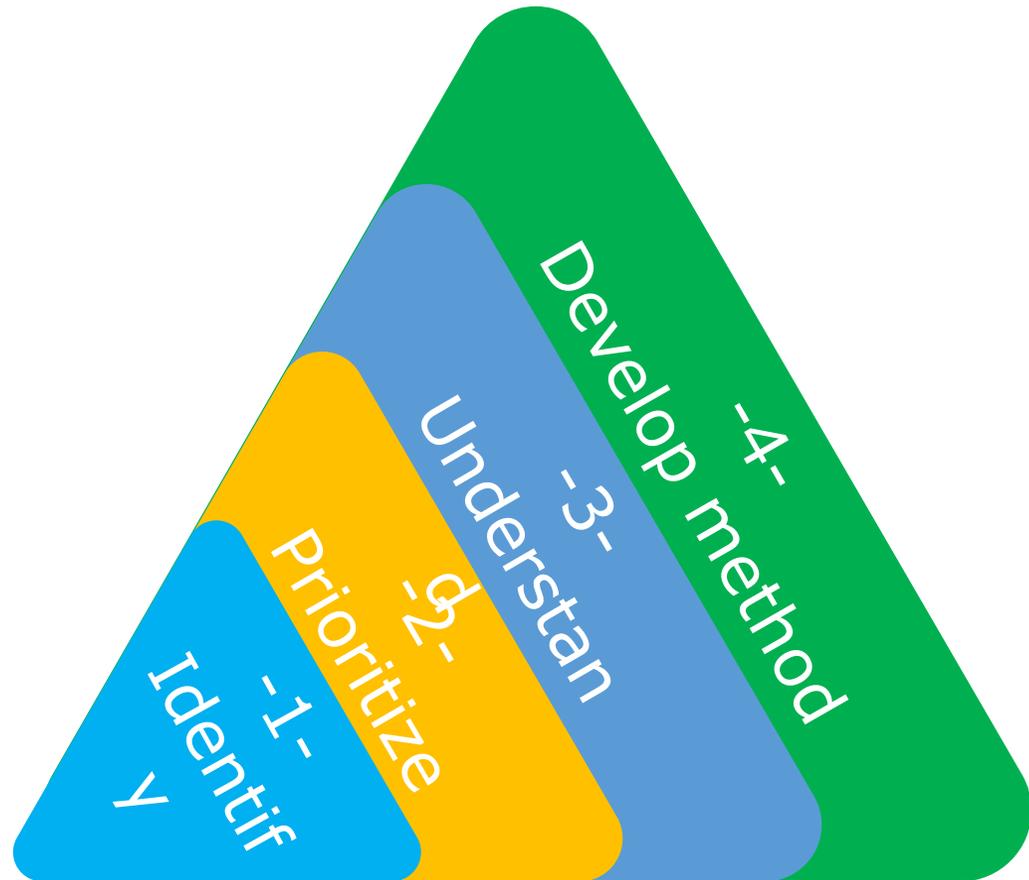
Prioritize Stakeholder. Map and classify our stakeholders according to their power, interest, and other necessary factors

03

Understand Stakeholders. Know what they expect and their opinion and role to the project/issue, and who are the influencer(s)

04

Develop Method. Get the best engagement method for each stakeholder, set goal and objective



Stakeholder On Paper



Perception Level : YELLOW

Name

Stakeholder Name

Work Title

[Stakeholder Title](#)

Organization

[Stakeholder Organization](#)

Email/Phone

[Contact Info](#)

Profile

[Psycho-graphics Data...](#)

Power Level

1.4

Interest Level

4.8

Trust Level

3.0

Communication Level

4.0

Co-Operation Level

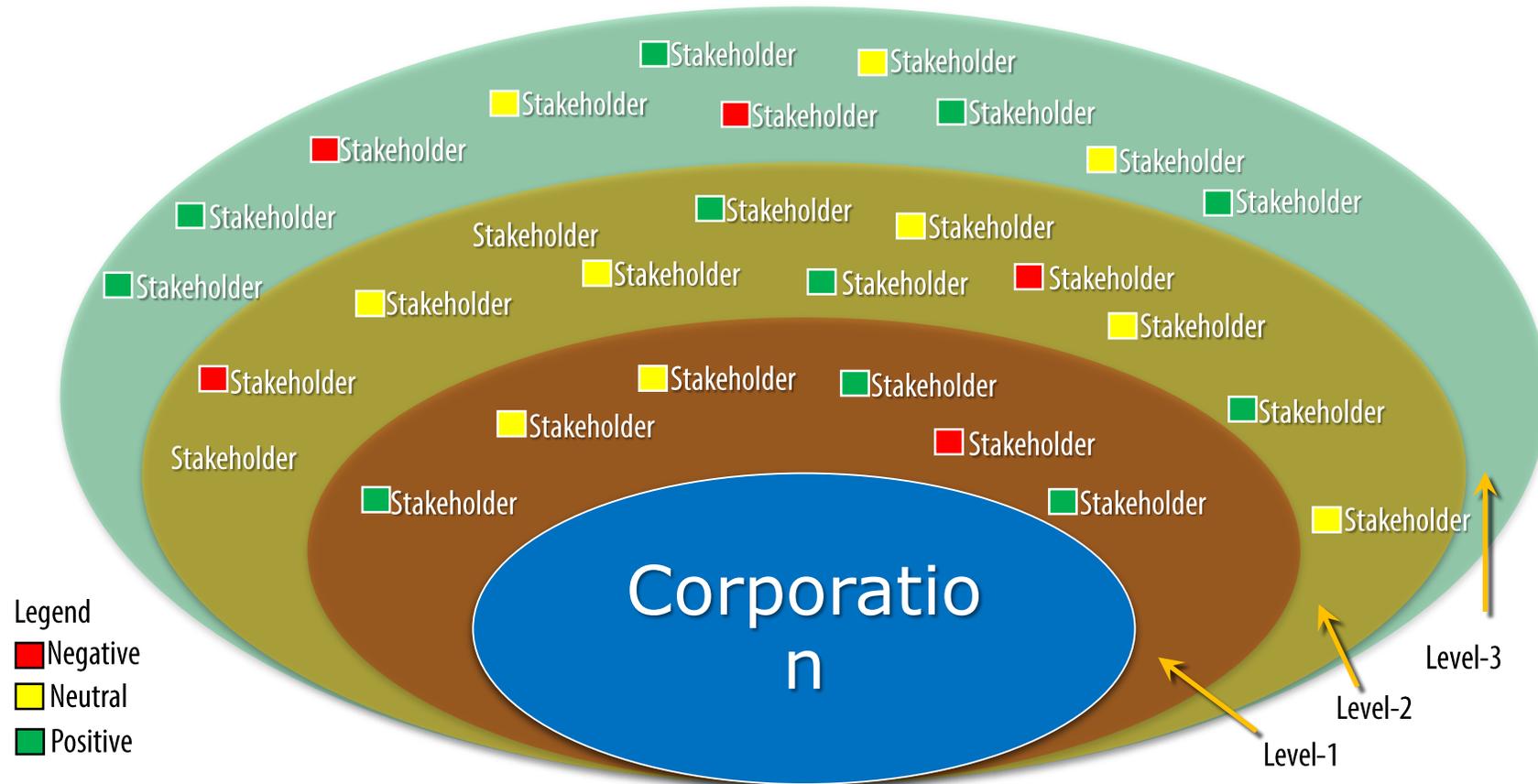
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Acceptance Level

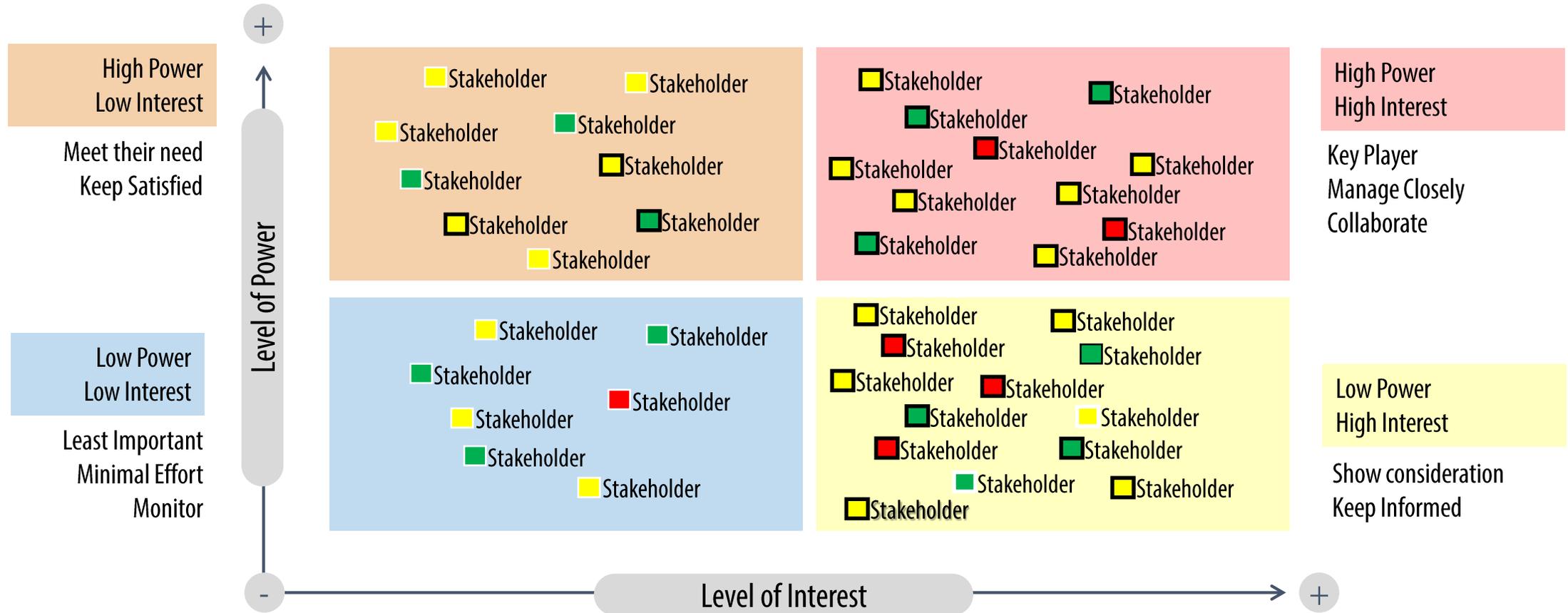
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No	Issues / Project	Roles	Interest/Expectations	Attitude Level	Importance
1	Project A	Role in Project A	His/her need/expectation	●	Low
2	Project B	Role in Project B	His/her aspirations	●	Medium
3	Issues #1	Role in Issue #1	His/her expectation	●	High
4	Issues #2	Role in Issue #2	His/her concerns	●	Medium

Stakeholder Importance Map



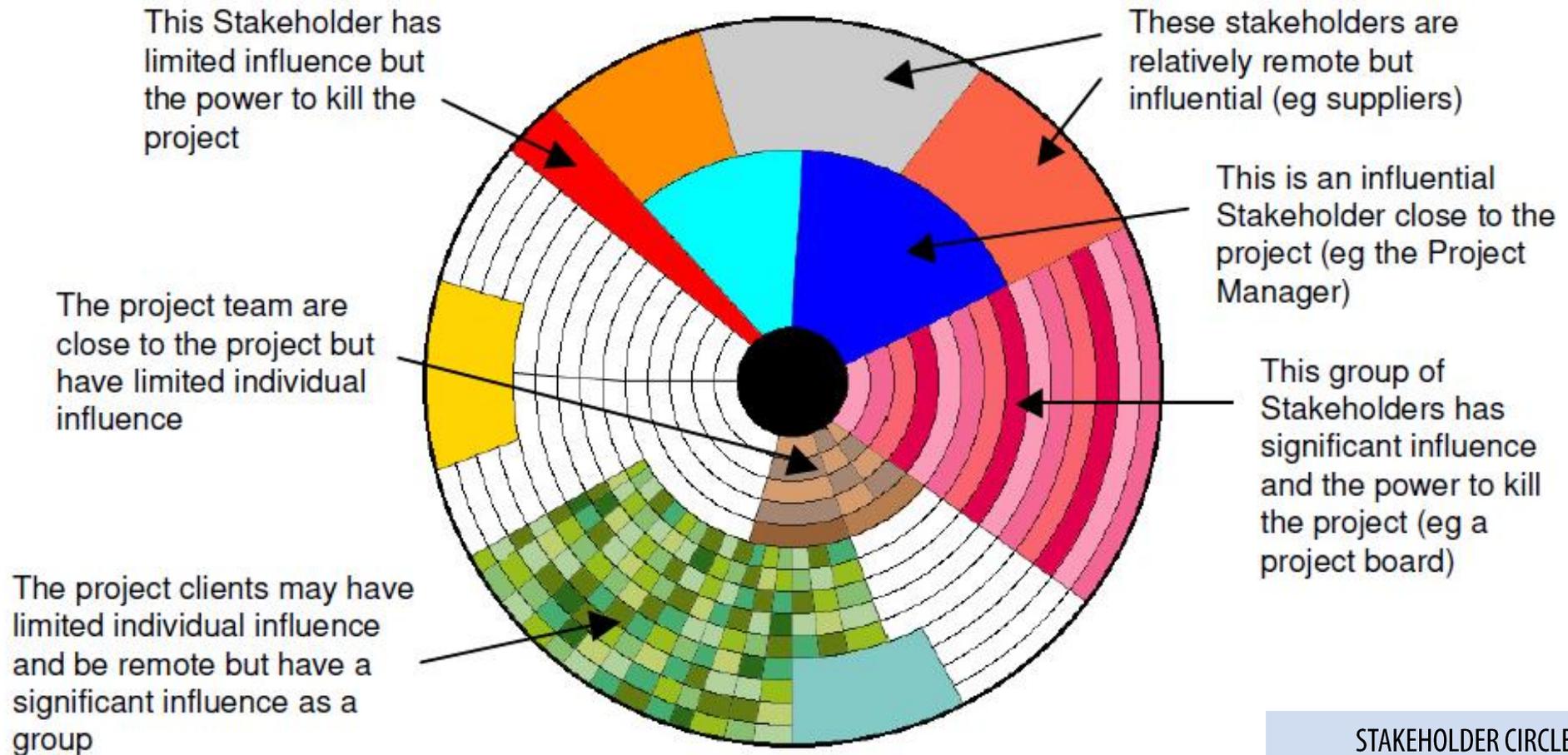
Stakeholder Mapping



LEGEND for Stakeholder:

- Color = stakeholder perception index / level of support (RED, YELLOW, GREEN)
- Black/White square line = issues/projects related or not

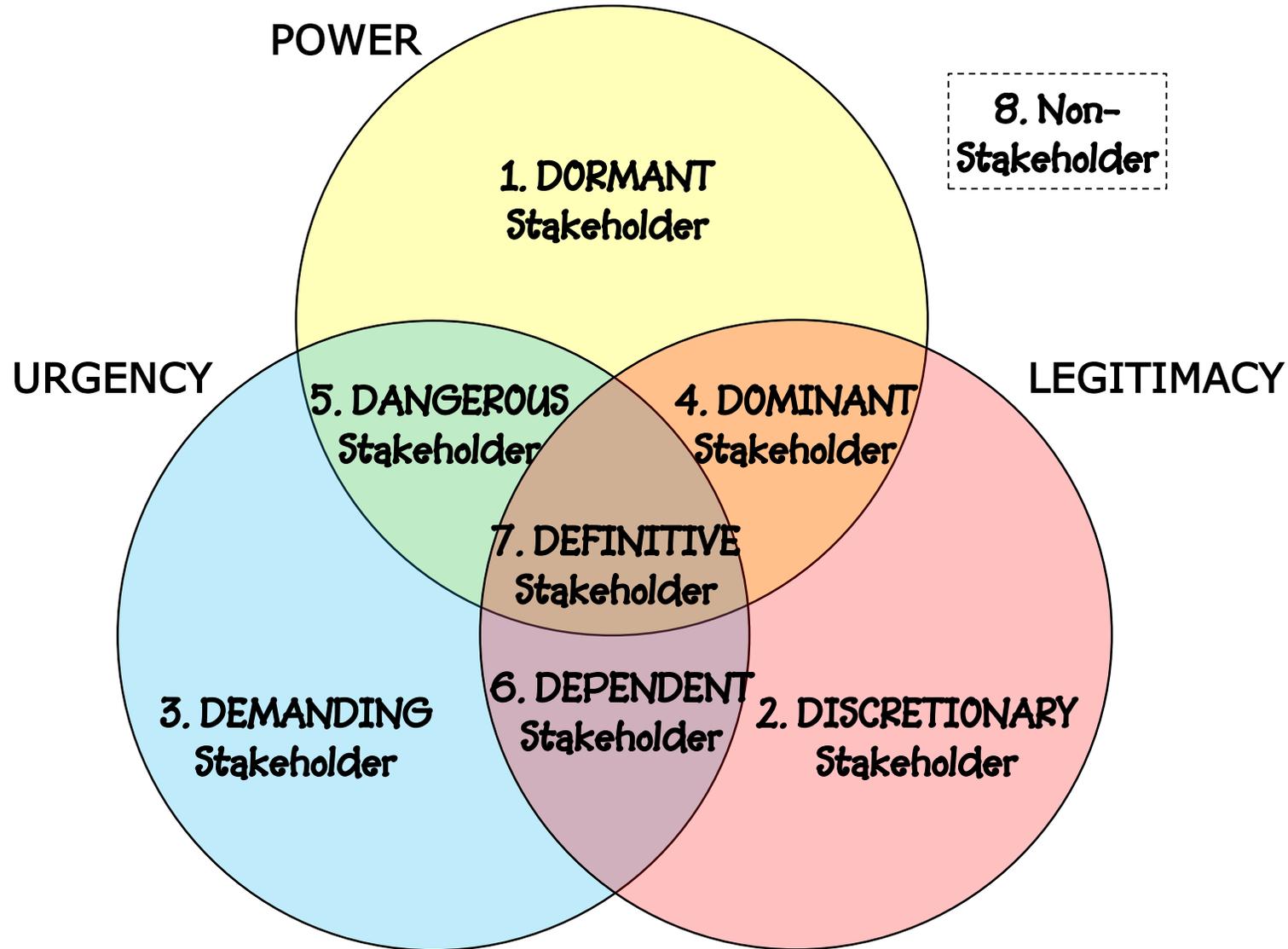
Project Stakeholder Visualization



STAKEHOLDER CIRCLE
Source : Lynda Bourne

Salience Model

Developed by Ronald K. Mitchell, Bradley R. Agle and Donna J. Wood



POWER

The ability of stakeholders to demonstrate their forces and exert pressure to the company issues or project outcomes

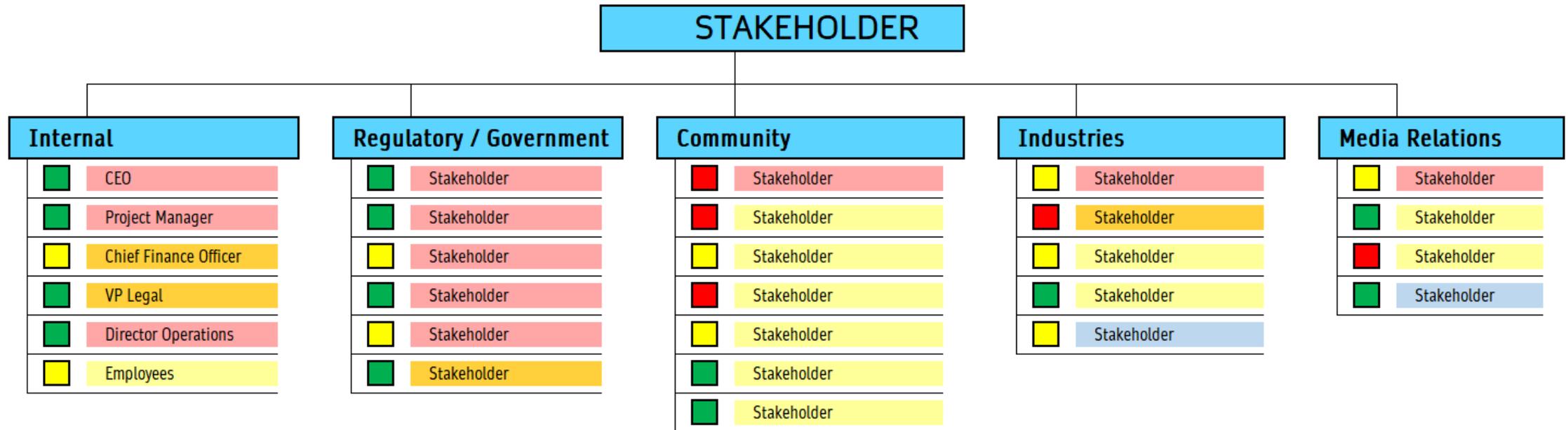
LEGITIMACY

The authority level that should be assessed and considered to be involved in the company issues or project outcomes

URGENCY

The immediate respond expected by the stakeholders, usually measured by criticality and time sensitivity on the company issues or the projects

STAKEHOLDER GROUPS



Engagement Method:

- High Power High Interest**
- Key Player
 - Fully Engaged
 - Manage Closely
 - Collaborate

- High Power Low Interest**
- Meet their Need
 - Keep Satisfied
 - Don't bore with message
 - Involve

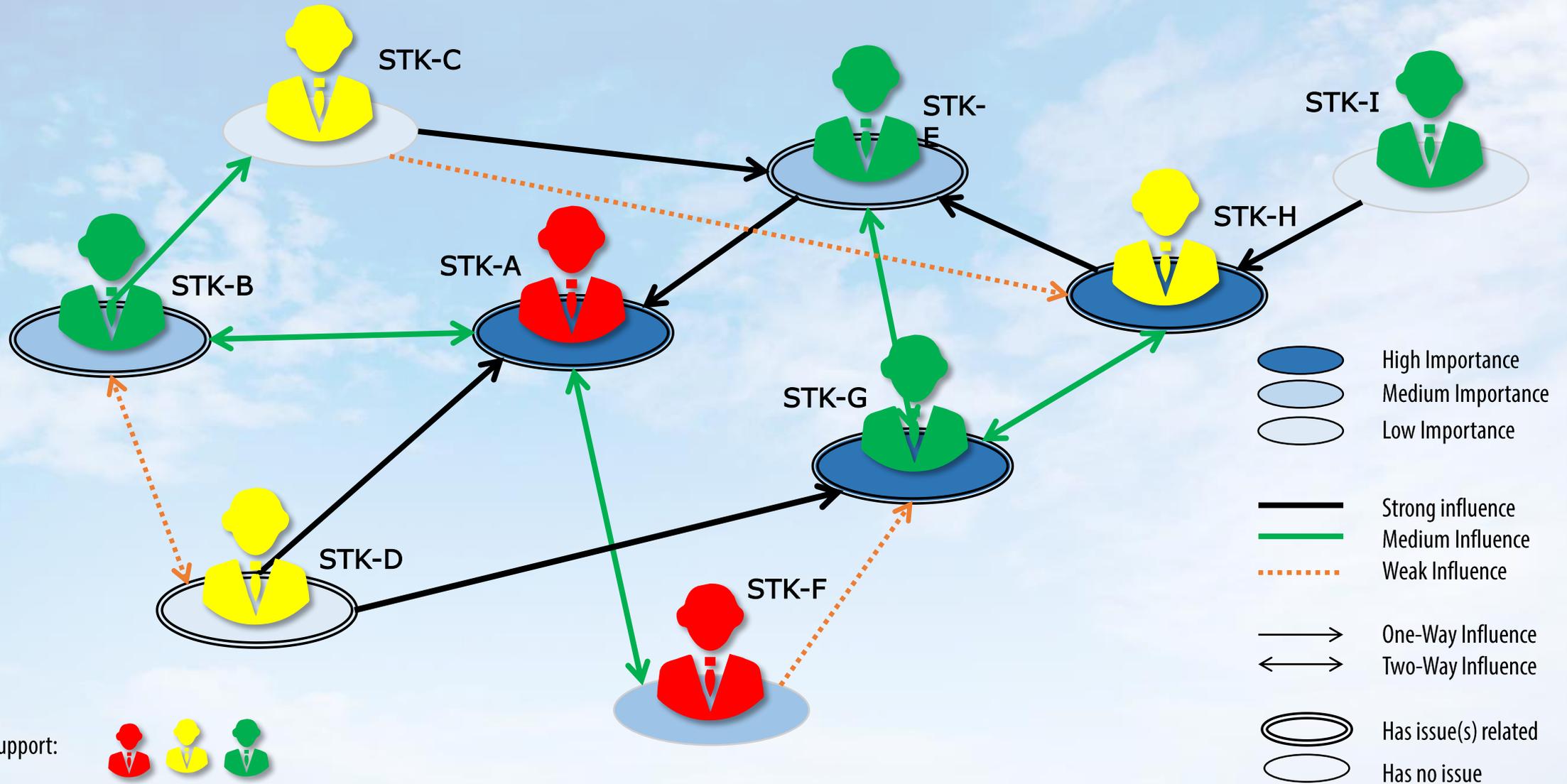
- Low Power High Interest**
- Show consideration
 - Keep Informed
 - Ensure no major issue raised
 - Get their detail concern

- Low Power Low Interest**
- Least Important
 - Minimal effort
 - Monitor

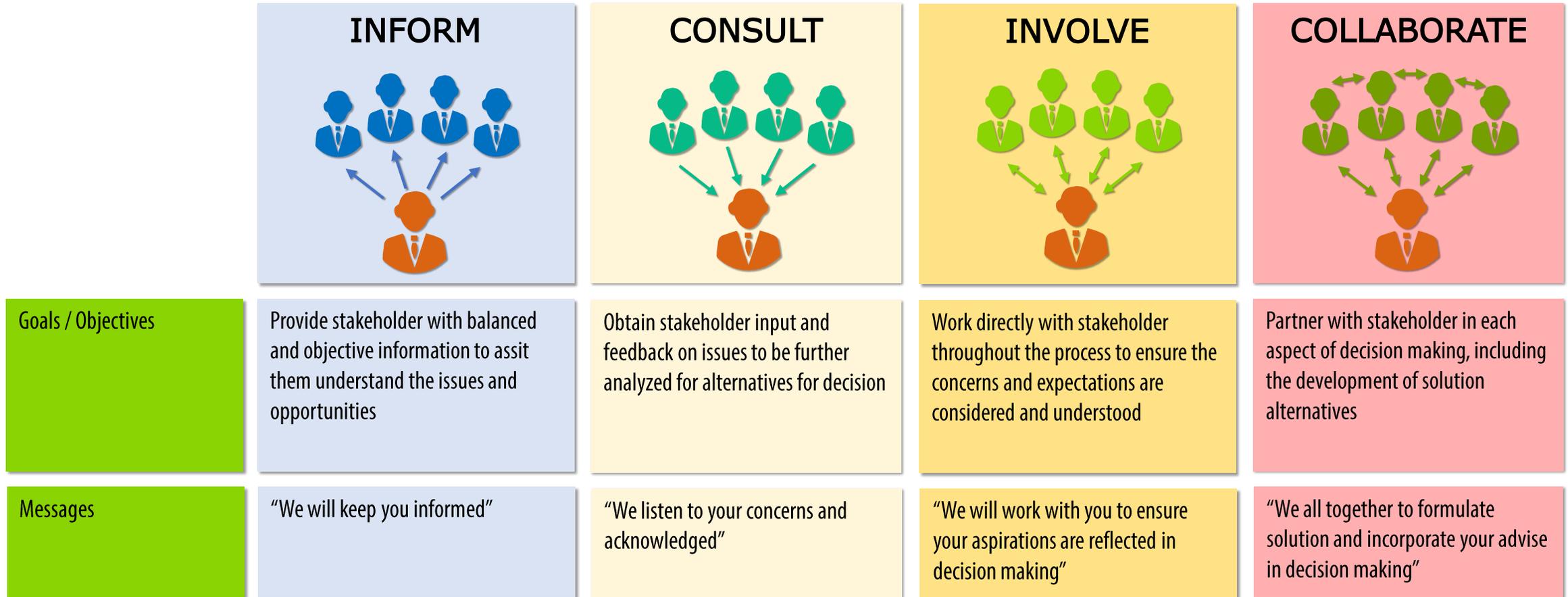
Optional

- Sorted by:
- Ring
 - Importance

Stakeholder Influence Diagram



Stakeholder Engagement Spectrum



7 Engagement Key Components



Question & Answer

Please ask

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