



The fundamentals of  
stakeholder strategy  
A guide



# Introduction & contents

**Stakeholders come in many forms, from MPs to local councillors, reporters, and experts within your industry. Also varied and potentially confusing – the relationships you and your organisation will have with each type.**

With so many elements involved, a reliable stakeholder management solution can be the difference between successful campaigning and relationship-building, and a myriad of missed opportunities.

Not sure how stakeholder management can help you and your organisation? Here is a practical guide to the specific ways [Vuelio Stakeholder Relationship Management](#) can provide support, whether your niche is PR and comms, public affairs, politics, or a mix of all three.

## What this guide explores:

- What is a stakeholder?
- Creating your stakeholder strategy
- Mapping and matching
- Stakeholder outreach – how to stand out
- ‘We have a crisis’ – how do you make your stakeholders listen?
- Dealing with the unknown
- A stakeholder strategy checklist
- How Vuelio’s Stakeholder Relationship Management can help

# What is a stakeholder?

*“A person with influence or interest in a project, enterprise, or Policy.”*

A stakeholder is any group, organisation, or individual who can impact – or can be impacted by – your activity. More simply: these are people that have a stake in the execution/outcome of your project/operation.

# What is a stakeholder?

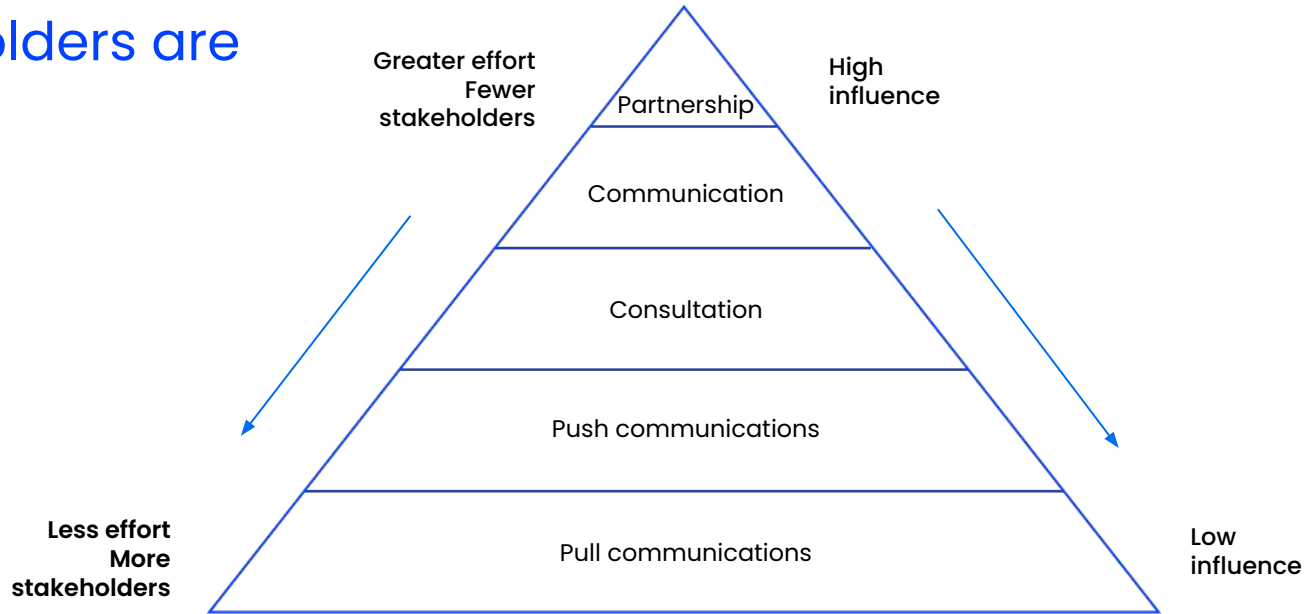
**From the position of an external comms team, stakeholders are often segmented into one of three categories:**

- **Political/Government stakeholders:** This includes MPs, local councillors, civil servants, and Lords. Don't forget the teams that surround political stakeholders who are key to working with them in an effective way.
- **Media stakeholders:** The media means the press, including newspapers, magazines, trade titles, and broadcasters. But this also increasingly includes digital media, like podcasters, TikTokers, and other social media influencers with extensive and dedicated followings.
- **Industry/expert voice stakeholders:** Often industry stakeholders or expert voices/academics will have the ear of political and media stakeholders, so as well as being powerful advocates for your objectives, they can be used for building relationships with other stakeholders.



Although we can segment or categorise our stakeholders, they connect with each other and can be influenced by each other. This is an important factor when choosing how to engage and communicate with them individually.

# Not all stakeholders are equal



Managing relationships with stakeholders can be time intensive. Tying their influence can help you make the right choices for communication and help manage your time in a way that has the maximum benefit.

# Creating your stakeholder strategy

Before thinking of engaging, it's important to have the basics in place:

- 1) **Mapping stakeholders**
- 2) **Choosing a model**
- 3) **Using your model and monitoring tools to measure stakeholders**
- 4) **Remember that internal relationship owners need mapping, too**



**Effectively mapping your stakeholders** means you will have all the necessary engagement strategies in place should they react or an opportunity presents itself to build a relationship. Stakeholder management is a preemptive discipline.

# Mapping: Building a criteria

To analyse the influence and interest of your stakeholders, start by establishing a list of issues, industries, or activities to measure their interest against.

To consider:

- What industries do you operate in?
- Are you part of a supply chain to another key sector?
- What regions are you an employer in?
- Are there legislative or policy initiatives that impact you?
- Are you regulated?
- Are you a public body with a specific remit?
- Do you have a community relationship or responsibility?
- Is there a competitive concern (for example, has a competitor behaved badly that impacts your brand?)



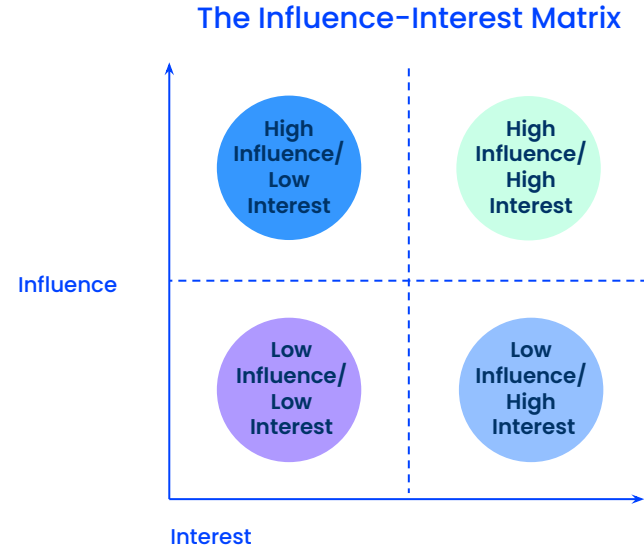
# Mapping: Identify and measure interest & influence

Based on each of the interests and topics you've identified, research the key stakeholder voices.

- Use monitoring tools to find active participants on issues.
- Find roles and responsibilities of political stakeholders through databases and government websites.
- Use media archives and databases to find media influencers.

Once identified, it's time to map into a quadrant:

- Based on their role or responsibilities, establish how powerful or influential they are on this specific topic – can they affect change or influence outcomes?
- Based on their activity, how interested are they in this topic (whether for positive or negative reasons)?
- Choose the correct quadrant to place them in.





## Consider your team

With a clearer picture of your stakeholders in relation to topics/interests, it's time to consider what internal factors will decide how you organise your stakeholders for engagement.

- Will members of your team be responsible for a particular segment? (MPs, industry experts, the media)
- Will team members be responsible for a particular region? (for example, all stakeholder groups in the North West)
- Is there anyone working outside of your chosen SRM software responsible for key stakeholders? (for example, a chief executive responsible for direct engagement with ministers).
- Does your team have topic specialisms aligned with stakeholder interests worth leveraging?

*SRM software is about removing as many steps as you can from the entire process. This ensures your team can adopt with ease and you have a full picture of your stakeholder relationships.*

# Stakeholder outreach: How do I stand out?

Stakeholders are not waiting for your call – or are they? The most important question to ask when reaching out to a stakeholder is “What is in this for them?”

A relationship requires a two-way benefit, so what kind of things can you offer? How are you helping them?



## Examples of where this works with segments:

- “Dear MP, let me share some data about your constituency”
- “Hi Campaigner, we believe in this problem too, how can we collaborate to have a bigger impact?”
- “Hello Journalist, I see you wrote a piece on XX, we have an interesting take on this that is in the public interest”
- “To Government Official, I see you are responsible for the delivery of X. We can help you connect and communicate with the right community”
- “Hello Broadcaster, we are a public service provider, and would like to set a pathway between us so we can share vital information in real time that can support evidence-based journalism”

# 'We have a crisis': How do you make your stakeholders listen?

It might sound obvious, but engaging with stakeholders **before** you are in crisis will make a big difference when things happen outside of your control.

- **You will have built credibility with them.**
- **Established communication pathways that work for both parties.**
- **Have relationship owners that can facilitate difficult conversations.**



**Crisis mythbusting:** With a noisy multichannel world, your stakeholders may hear things that you need to correct relating to your operation. This is the “new normal” and not to be mistaken as crisis comms. All year round a strong stakeholder strategy will ensure you can communicate with agility and accuracy without setting up a crisis war room or needing vast internal discussion or sign off.

## Dealing with the unknown

The unknown is to be more expected than the known when it comes to external stakeholders. Your stakeholder map should constantly be evolving with:

- Changes in government policy, bringing new stakeholders into play or removing those who no longer have interest or influence.
- Topical media interest, a new editorial focus, or an influential voice that opens up a need to develop media relationships around a specific focus.
- Campaigners and industry voices changing the dial, through research and campaign activities, interest can rise and change.
- Global events with national interpretation - the domino effect can distract our stakeholders from giving us attention, their interest may drop and we may need to rethink where our efforts are spent.

# Checklist for designing your stakeholder strategy

- 1) **Map your stakeholders:** Mapping your stakeholders with a model will help you communicate the need of external stakeholders internally and enable you to design appropriate communications pathways relevant to their interest and influence.
- 2) **Empower your team:** Institute an internal 'playbook' setting out a simplified approach to managing your stakeholders, including segment definitions, and explain why stakeholder management is necessary.
- 3) **Build sensible lines to take:** Stakeholder management can be time intensive. Consistency matters more than complexity. Your playbook should teach relationship owners the power of regular engagement before an issue arises.
- 4) **Align your playbook with SRM software:** Ensure consistency in managing your stakeholders by using bespoke stakeholder management software that allows you to customise fields and integrate into your current workflow for maximum adoption.
- 5) **Plan for potential crises ahead:** The unknown is the new normal, 'War Gaming' crisis planning should include a review of your stakeholder communications strategy.
- 6) **Encourage quarterly reviews with internal relationship owners:** How are we doing? Are we maximising relationship building opportunities? SRM reporting tools can help analysis progress with ease.
- 7) **Double-check your data compliance and security:** Storing crucial information on external relationships must meet compliance requirements. Ensure the methods or platform you use is ISO-accredited and GDPR-compliant.

Remember that stakeholder management is a long-term permanent endeavour that should evolve and grow with your strategic objectives, whatever they may be.

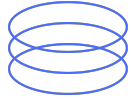
The earlier you begin, the more in control you'll be.



## How can Vuelio help?



SRM platform with fully integrated monitoring and data, ensuring your team are fully mobilised to manage stakeholder relationships effectively.



Single point of truth for relationship health, whether at organisation level or campaign/issue level. Inform senior decision making at a click of a button.



Empower relationship owners - Vuelio SRM was created with the simple objective of starting with the end in mind, bespoke set ups ensure we match your team's workflow and support easy adoption.



Be ready for anything - in a world where the unknown is the new known, Vuelio SRM ensures you are ready to mobilise and learn in real time.

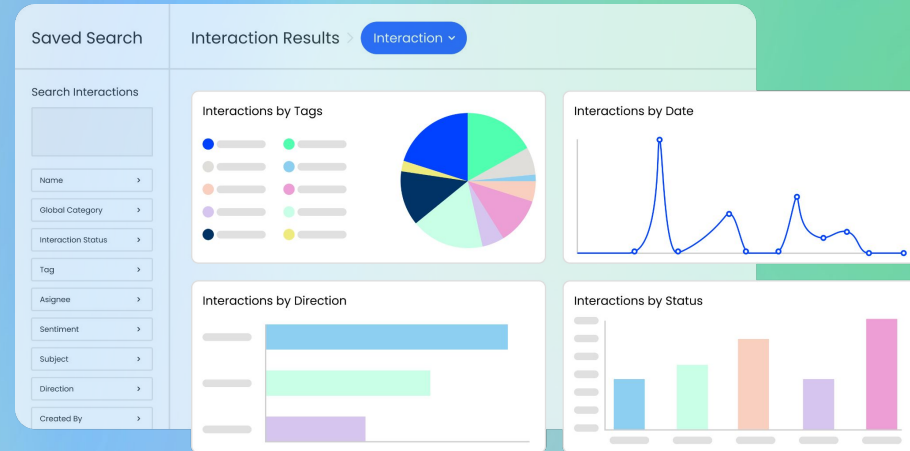
# Managing stakeholder relationships with Vuelio

## Key features

**Sophisticated interactions module:** add your own contacts or link with Vuelio data, build comprehensive intelligence on stakeholders, and map influence and interest.

**Centralised Issue management:** Establish briefing lines to take with stakeholder enquiries in real time, whether an emerging or crisis issue. Fully exportable dossiers and ability to keep internal stakeholders informed of evolving issue status.

**Email forwarding:** Share your correspondence with stakeholders with your Vuelio platform via a dedicated email address. The forwarded communication will log as an interaction against their contact profile. If it is a new stakeholder, the platform will automatically create a new contact and log the interaction.



# Managing stakeholder relationships with Vuelio

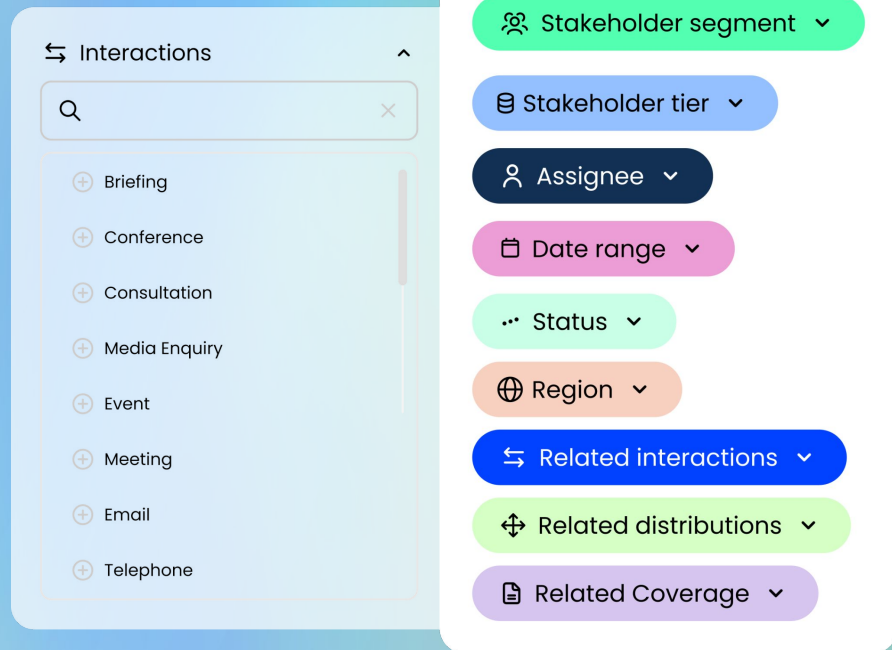
## Key features

**Tagging and categorisation:** Create and add bespoke tags to interactions relating to your priorities. Whether policy issues, campaigns, stakeholder tiering, or sentiment, you can build vital intelligence with a click of a button.

**Integrate with media and political monitoring and data:** Ensure live external activity informs interactions.

**Analytics and reporting:** Track engagement progress through bespoke charts and dashboards. Fully exportable and easy to filter, it takes minutes to pull together a comprehensive report showcasing the impact of your stakeholder activities.

**Email distribution module:** Share regular communications with stakeholder segments through email distribution, track engagement with your content, and design segment specific templates.



# Vuelio's services for stakeholder strategy



**Vuelio Stakeholder Relationship Management:** Whether you're dealing with internal stakeholders, regulators, government agencies, communities, industry bodies or the media, develop and keep track of your relationships and campaigns.



**Vuelio Media Monitoring:** Prove the effectiveness of your PR and comms tactics and provide a base for future planning through multi-channel media coverage categorised by sentiment, Share of Voice, and bespoke tags.



**Vuelio Insights:** The Vuelio Insights team partners with clients to produce bespoke media analysis reports that identify risks and opportunities, and demonstrate the value of your PR.



**Vuelio Political Monitoring:** Vuelio gives you full visibility of everything that's happening across Government, Parliament, stakeholder organisations, and social media, delivered in a way that works for you, as well as horizon scanning of stakeholder activity.

Email: [info@vuelio.com](mailto:info@vuelio.com) | Website: [vuelio.com](https://vuelio.com)