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## Identifying STAKE HOLDERS

Internal : Managers, Employees, Trade unions

External : Customers, Suppliers

Primary : Customers, Suppliers

Secondary : Competitors , Regulators



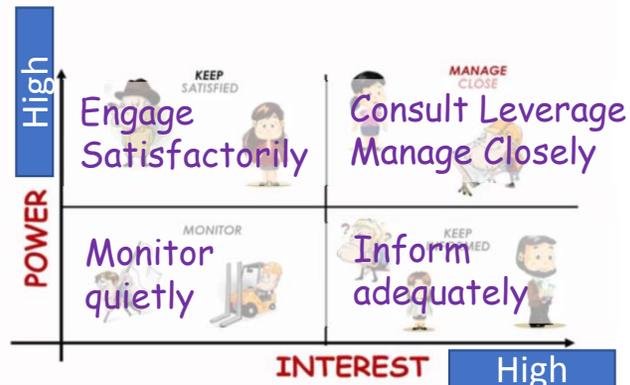
## STAKE HOLDER Meaning

... X one who has an interest in the project / Assignment

**What is a Stakeholder?**

✓ ... one who plays for reward & has role in decision making

## Prioritizing & Managing STAKE HOLDERS



## COOs Tricks of the trade

- > Not all stake holders are EQUAL
- > Nor all have EQUAL votes
- > Know your stake holders Conflicting Priorities & then Pick
- > Allow to PRESENT their ideas, thoughts...but not Decide
- > Let them know who is UMPIRE on Ground, whose call is final



# Case study on Outsourcing of Logistics Sourcing & 4PL Operations

Business Leader		Wants Profitability and sets up an impossible cost cutting task	
Project Manager / Lead		Handpicked Unrelated Functional Resource, Willing to DO...	Internal Customers
Logistics Sourcing Leader		Beneficiary and Challenged Both	
CFO : Chief Financial Officer		Cost Ownership and Proposal Evaluator, Aligned to Business Leader	
Compliance / Controller		Data Protection, Compliance with outsourced teams and buyers	
Sourcing Buyers		Perceived risk of extinction	4PL Service Provider
Human Resource Leader		No New Head Count and what to do with relieved resources	
Global Sourcing Team		Global eco system challenges	Logistics Suppliers



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