Stakeholders

Here is a list of possible stakeholders with whom you may need to engage.

**The Project**

1. Project Sponsor
2. Project Board Members
3. Project Team Members (high involvement)
4. Extended Team Members (low involvement)

**Users/ Beneficiaries / Customers / Clients**

5. Past customers (to whom you have on-going obligations)
6. Past customers (to whom you have no formal on-going obligations)
7. Current customers
8. Prospective customers
9. Client groups
10. Individual clients
11. Niche markets
12. Service users
13. Internal Users

**Internal Governance**

14. The Board
15. Business Owners
16. Directors
17. Trustees
18. Members (or membership or charitable organization)
19. Internal audit
20. Quality control
21. Health and Safety
22. Fraud prevention

**External Governance / Regulation**

23. Government
24. Local government – metropolitan/unitary authority, county council, district/borough council, parish/town council
25. Regulators – eg: Health & Safety, Data protection, financial
26. Other statutory bodies and enforcers
27. Auditors
28. Accreditation bodies
29. Standards assessors and compliance organizations

Interest Groups and Influencers
30. Analysts
31. Customer representative groups
32. Consumer associations
33. User representative groups
34. Trades unions
35. Trade associations
36. Professional bodies
37. Other membership organisations
38. Non-governmental organisations
39. Pressure groups
40. Campaigning organisations
41. Individual activists
42. Political parties
43. Local politicians
44. National politicians
45. Business representatives – eg: Institute of Directors, Confederation of British Industry, Chambers of Commerce

Partners
46. Business partners
47. Formal joint venture partners
48. Delivery partners
49. Agents

Internal Groups
50. Other projects
51. Internal communications / PR team
52. Accounts / Finance department
53. HR / Personnel department
54. New Product Development
55. Marketing
56. Sales
57. Catering
58. Manufacturing
59. Logistics and Warehousing
60. Engineering
61. Maintenance
62. Facilities Management
63. Customer Service
64. Procurement
65. Operations
66. Research
67. Security

The Public
68. The wider public
69. Your local community – residents
70. Your local community – business
71. Local schools
72. Universities and colleges
73. Local hospitals

Staff and Owners
74. Shareholders
75. Investors
76. Pension funds
77. Owners
78. Senior Execs
79. Your boss
80. Managers
81. Staff
82. Staff families
83. Retired staff
84. Former staff (alumni)
85. Pension fund members
86. Volunteers

Providers of goods and services

87. Suppliers
88. Distributors / Supply chain
89. Banks
90. Lenders
91. Insurers and underwriters
92. Consultants
93. Contractors
94. Sub-contractors
95. Temps
96. Interims
97. Advisors
98. Utility suppliers – eg: water, gas, electricity
100. Emergency services
101. Freeholder, Head lease holder

The Environment

This is a list not of environmental pressure groups, which may appear at items 27-33, but of aspects of the ‘environmental stakeholder group’.

102. Air/atmosphere
103. Farmland
104. Heathland
105. Forest and woodland
106. Coastal land
107. Parkland
108. Uplands and Mountains
109. Rivers
110. Fisheries
111. Inshore seas
112. Open seas and oceans
113. Invertebrates
114. Fish
115. Reptiles and Amphibians
116. Small Mammals
117. Large native mammals
118. Birds
119. Farm animals
120. Trees
121. Other native plants and fungi
122. Future generations

Other
123. Competitors
124. Trade or other membership bodies
125. Professional institutions and associations
126. The press and other media
127. Columnists and commentators

Note
While the distinctions between some of the examples (such as campaign groups and pressure groups) may seem fine or even non-existent, the existence of the different terms may mean you will find it easier to recognise examples in your own context from one label rather than the other.