

# The importance of identifying, engaging and keeping your stakeholders informed

# Who are our stakeholders?

- People who use our services
- People, groups or organisations that have an interest in or who are affected by our services or any changes to them

# Why do we need to engage with our stakeholders?

- 1) Our actions impact them
- 2) Enables us to explain the reasons behind our actions
- 3) Fills the information void and prevents gossip
- 4) They can help act as our advocates
- 5) They can provide valuable feedback

# Why do we need to engage with our stakeholders?

- Builds trust
- Informs so appropriate action can be taken
- So much information and mis-information online or via local gossip
- So many other sources of information
- Be the trusted source

# What happens when we ignore our stakeholders?

## Liz Truss abandons plan to scrap 45p top rate of income tax amid Tory revolt

Government makes U-turn over proposal to abolish top-rate tax cut after growing backlash over mini-budget

● **Politics live - latest updates**



## Liz Truss bows to pressure with corporation tax U-turn 'on the table'

Speculation that reversal on leadership campaign pledge risks split with her chancellor, Kwasi Kwarteng



# What happens when we engage our stakeholders?

# Identifying our stakeholders

Does the stakeholder have a fundamental impact on your organisation's performance?

Do we need the stakeholder to take specific actions?



# Who are our stakeholders?

- 1) Patients
- 2) Staff
- 3) Sppg business manager
- 4) Trust / labs
- 5) Community pharmacies
- 6) Community groups
- 7) Local councillors / MLAs / MPs
- 8) Local media
- 9) Suppliers

# How do we engage our stakeholders?

- 1) Patients – letter, text, email, posters, website, counter posters, social media
- 2) Staff – f2f meeting, internal memos, emails
- 3) Trust / labs – email
- 4) Community pharmacies – f2f, phone calls, letters, email
- 5) Community groups – via social workers, phone letter
- 6) Politicians – briefing note
- 7) Media – press release or letter to the editor
- 8) Sppg business manager
- 9) Suppliers - email