

STAKEHOLDER MODELS and the Value Chain

These models will break down stakeholders according to types of influence.

For example:

The general idea behind the **STAKEHOLDER INFLUENCE** model is that all influential stakeholders must eventually come to an agreement. It defines the stakeholders as those with:

STRATEGIC INFLUENCE

MANAGERIAL INFLUENCE

OPERATIONAL INFLUENCE

DIRECT INFLUENCE

INDIRECT INFLUENCE

So, you apply the model to your own situation and draw a central core, which radiates inwards.

To focus this analysis you choose, for example, one domain of the Value Chain (lets say, Procurement). You will find that very different stakeholder groups influence each value chain domain.

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