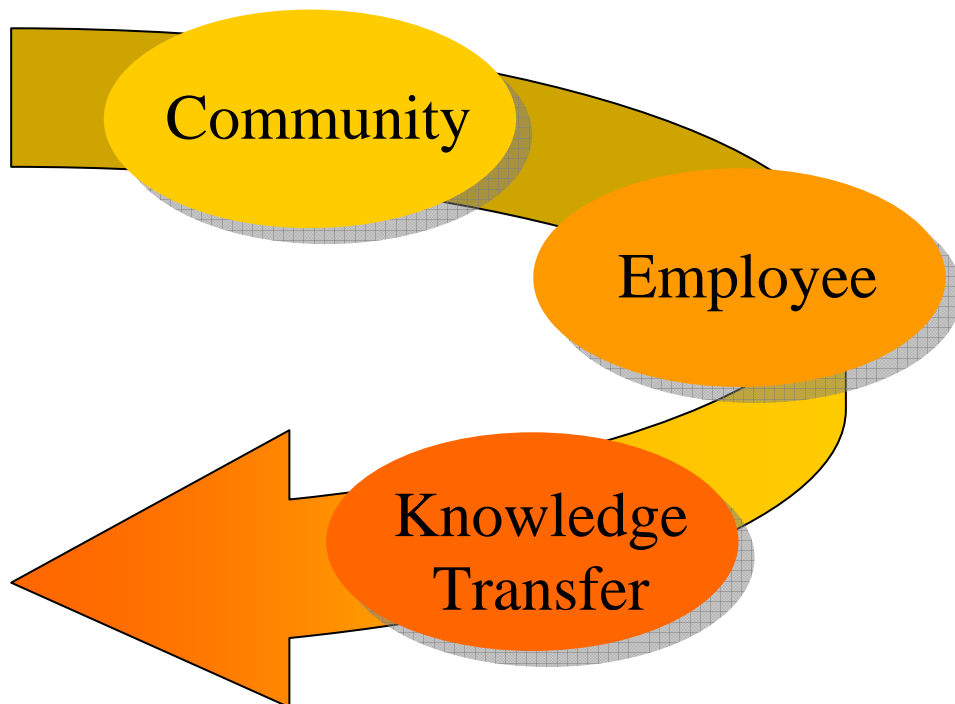
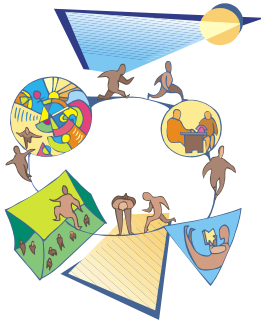




**Commitment to Stakeholders –  
Contributing to Community Success**



## Identifying Stakeholders



When identifying who their stakeholders are, many people will correctly identify their customers or the shareholders of their company's stock. While these are two very important stakeholders, there are many, many more. In order to be successful as an employee or manager, you will need to understand who your stakeholders are and identify what their needs are. A stakeholder can be anyone who benefits from or is affected by what you do. In other words, they are anyone who has an interest in seeing you succeed.

List the stakeholders for your company (be specific)

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List the stakeholders for your department (be specific)

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List your personal stakeholders (be specific)

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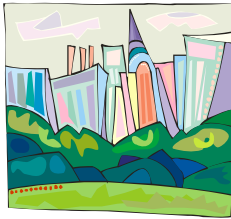
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**Action Item #1: Create a list of all of your stakeholders.**

## Community Involvement



The people of a community are large stakeholders in any business endeavor. They are the employees, they buy the goods and services, they buy the stocks and bonds, and they pass laws that can either benefit or hinder operations of a business. One might say that the community is the ultimate stakeholder. This is why it is so important for a business to work closely with the community in which they operate.

List the ways in which your company depends on the community for its success.

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List all the reasons why you believe it important to the company that the community be successful.

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List all the types of contributions you think your company can make which would contribute to the success of the communities in which it operates.

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**Action Item #2: List the reasons why it is important to help the community be successful and the things your company can do to help.**

## Company Involvement



In larger companies, there will often be a person or group of people who are responsible for coordinating activities which directly benefit the community. In some of these companies this person or department is responsible for community relations. Identifying this person or department would assist you in gathering information about the community related activities your company is involved in.

Identify the person or group within your company who is responsible for planning or coordinating community related programs.

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Identify the ways in which your company provides opportunities for its employees to contribute to the community.

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List the ways your company contributes to the success of the communities in which your company operates.

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**Action Item #3: Identify the person within your company who is responsible for coordinating community programs and list the programs your company is currently doing.**

## Personal Involvement



You and your employees also depend on the community for your success. You depend on them to utilize the goods and services you provide. The way you and your employees work with the community can have a direct impact on whether you are successful or not. Since you and your employees also come from that community, you are also a stakeholder. Many times there are things that you and your employees are capable of doing that will help make the community successful.

List any ways in which your department and/or individuals within that department already contribute to the success of the community.

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Make a list of activities in which the competencies of the employees in your department could contribute to the success of the community.

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**Action Item #4: Create a plan to implement one of the items you identified which will help create a successful community.**

## Attracting Employees from the Community



In order to be a successful company, you will need to hire and retain your workforce. This workforce will come from the communities in which the company operates. In most cases, people will want to work for your company if they have the proper incentives such as pay, benefits, work environment, and social status. But, there are also reasons why an individual might not want to work for a company including the company having a negative image within the community.

Write down what do you think these community's perception of your company is?

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Make a list of the things that you think your company is doing, with regards to the community, which could positively and negatively affect your ability to attract new workers.

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List some things that you think your company could do within the community which would improve your ability to attract new workers to your company.

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**Action Item #5: Determine what changes need to be made in order to foster a desire of the people within the community for the company to succeed and a desire to work for the company.**

## Developing the Future Workforce



Once you have provided the incentives to attract people to work for your company, it becomes important to ensure the people within the community have the knowledge, skills, and abilities (KSA) to be successful. It becomes important to understand where these people will come from so you can determine how best to contribute. Helping a community develop knowledgeable and successful members will be critical to the success of the community, and ultimately, the company itself.

List all the places within the community from where your future workforce will come.

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List some of the skill gaps of any new employees you have had join your workgroup from outside of the company.

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List some things that you can do to prepare members of the community to enter and ultimately succeed within the workforce.

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**Action Item #6: Create a list of the knowledge, skills, and abilities you would like to see a new hire possess before coming to work and then identify one action you can take to help ensure they have that knowledge, skill, or ability.**

## **Project**

Now that you have worked through the workbook assignments above, you are ready to put together a plan. You should decide on one activity you and your staff could contribute to the community success while at the same time could improve your company's relationship with the community. One good place to start is to find some way to work within the community to improve the knowledge, skills, and abilities of the people living in that community. Target the places from where your typical labor pool comes. This will help you when the time comes time to add to your labor pool. You should contact the person responsible for community activities to see if they can help you make the contacts needed in order to implement your project.