Category

Strategy

Stakeholder Engagement & Strategic Communications Playbook

Mapping and engaging the full stakeholder landscape deliberately, not just the audiences that are easiest to reach

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for mapping the full range of stakeholders affected by or influential over your strategy, and designing engagement and communication tailored to each — rather than defaulting to whichever stakeholders are already easiest to reach.

How is this different from the Corporate Ambition, Purpose &

Strategic Narrative Playbook? That playbook aligns the core story across audiences. This one is a level earlier — systematically mapping who your genuine stakeholders are (including ones easily overlooked) and designing the engagement approach for each, which the narrative work then executes against.

Who counts as a "stakeholder" beyond the obvious investors,

employees, and customers? Regulators, communities where you operate, supply chain partners, industry associations, and sometimes advocacy groups or media — anyone genuinely affected by or influential over your strategy, even if they're not a traditional commercial stakeholder.

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systematically mapping who your genuine stakeholders\nare (including ones easily overlooked) and designing the engagement\napproach for each, which the narrative work then executes against." } }, { "@type": "Question", "name": "Who counts as a \"stakeholder\" beyond the obvious investors,", "acceptedAnswer": { "@type": "Answer", "text": "employees, and customers?\nRegulators, communities where you operate, supply chain partners,\nindustry associations, and sometimes advocacy groups or media —\nanyone genuinely affected by or influential over your strategy, even if\nthey're not a traditional commercial stakeholder." } }] }

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