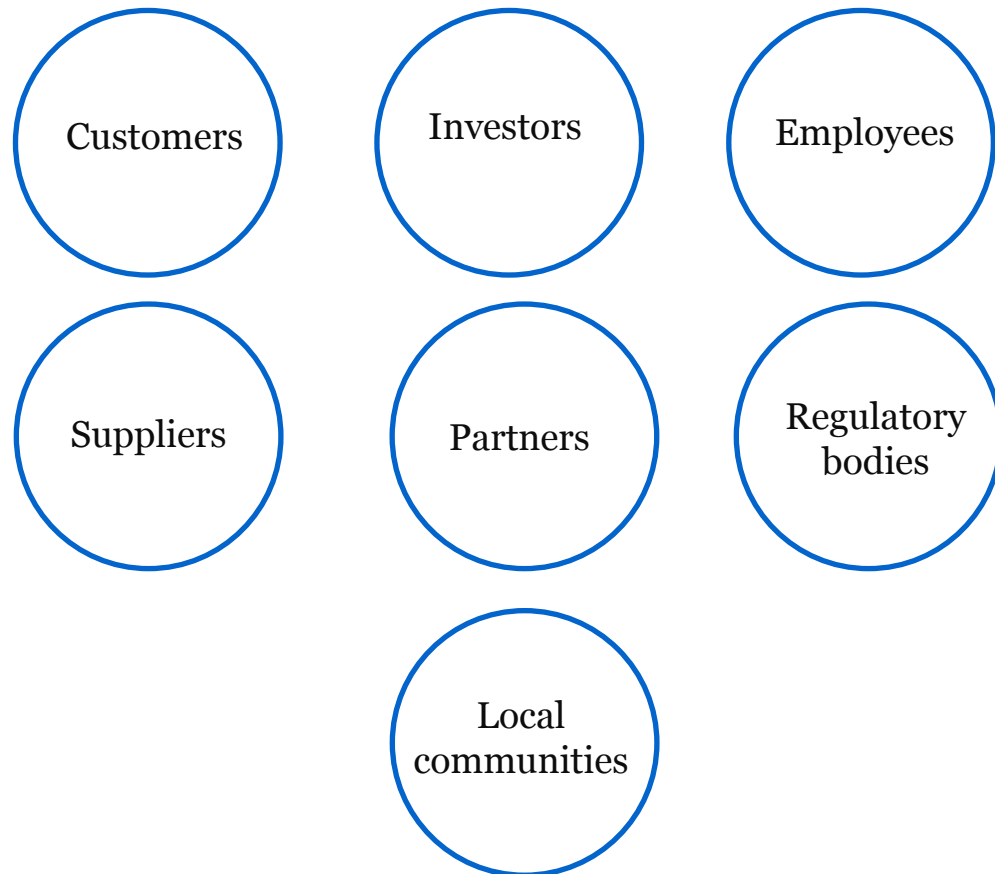




**Identifying
important
stakeholders of
your business**

Who Do I Need to Care About As An Entrepreneur?

Stakeholders are individuals, groups or other businesses that have an interest or are affected by the success of your business.



You need to understand:

- What are their needs?
- What challenges are they facing?
- What are their expectations?
- What are their objectives?
- How can they impact your business?

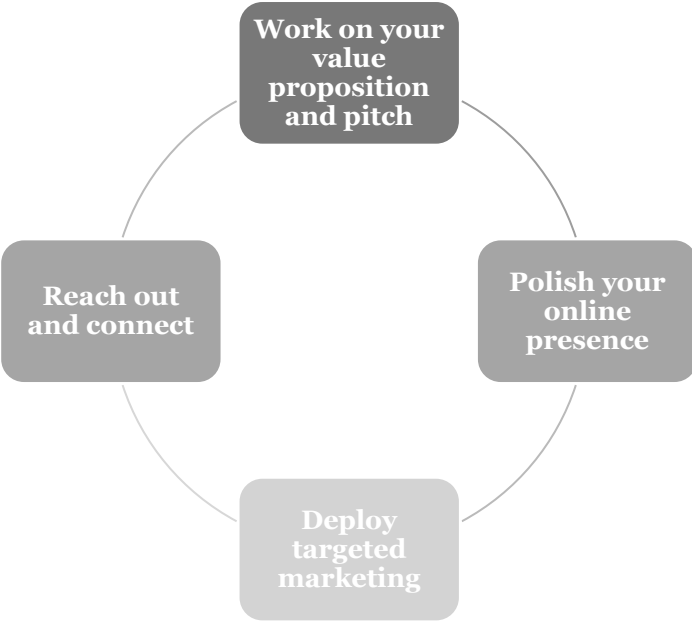
Stakeholder Mapping



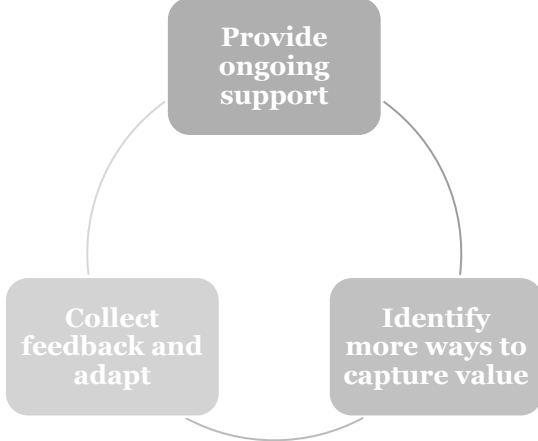
Identifying, Attracting and Retaining the Right Stakeholders and Partners



Identify



Attract



Scale