

Stakeholder ROI **Stakeholder engagement is free!**

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Today

- **What can a disaster tell us about stakeholders?**
- **Learnings**
- **A stakeholder-centric approach**
- **Zero cost of stakeholder engagement**
- **“It takes a village...”**

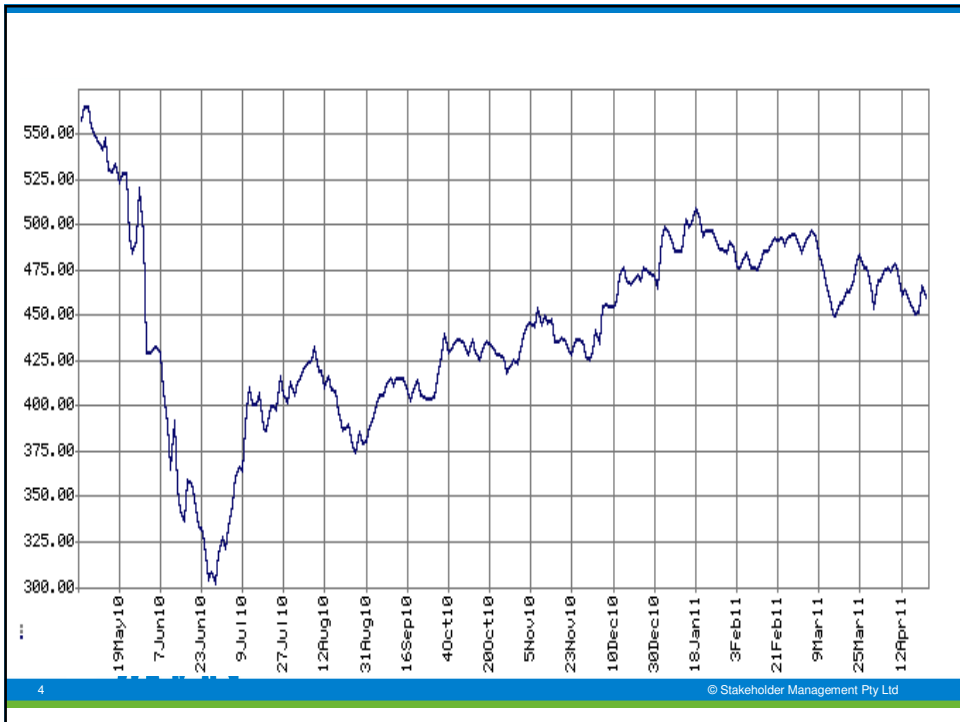



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Successful Stakeholder Management





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The slide features the Johnson & Johnson logo in red script font. At the bottom, there is a blue bar with a green gradient on the left, a small number '5' on the left, and the copyright notice '© Stakeholder Management Pty Ltd' on the right. Silhouettes of five people are positioned at the bottom center.

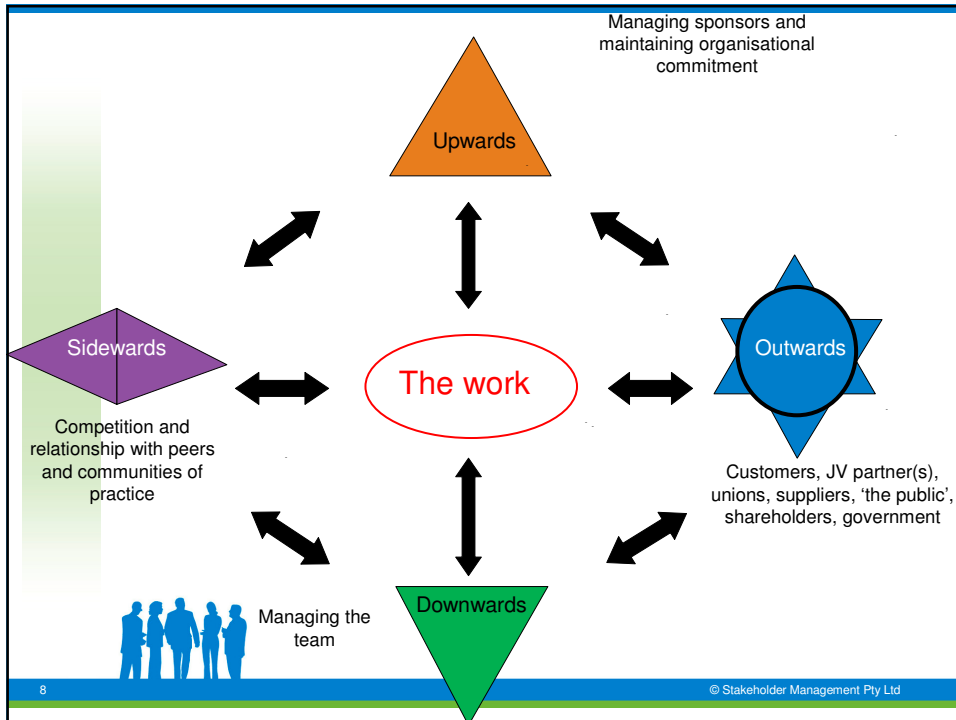
A stakeholder-centric approach

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The slide features the text 'A stakeholder-centric approach' in bold green font. At the bottom, there is a blue bar with a green gradient on the left, a small number '6' on the left, and the copyright notice '© Stakeholder Management Pty Ltd' on the right. Silhouettes of five people are positioned at the bottom center.







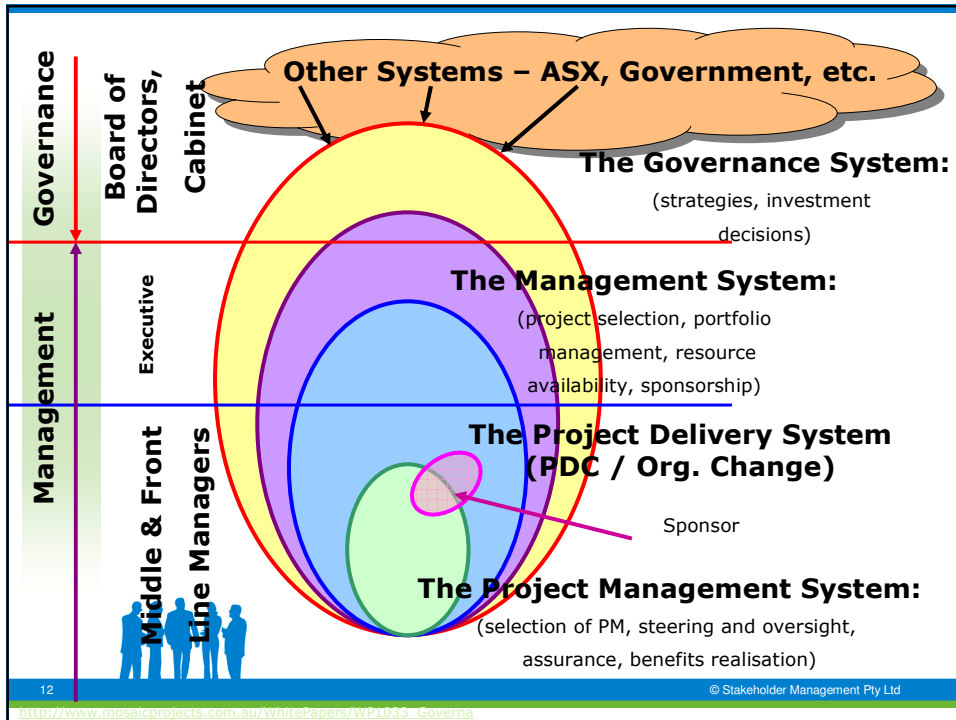
**The 'zero cost' AND
'failure dollars'**



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Persuading your manager

- **Advising upwards**
- **Know their expectations**
- **Reputation and trust**
- **Credibility 'bank'**
- **Invest in effective communication**



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Final words



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