

Figure P.1b-1: Key Organization Stakeholders

Stakeholder Types	Primary Needs
Employees/Staff	Personal development
Customers	Reliable, value priced products and services
Shareholders	Return on investment
Community	Discernible citizen enrichment
Suppliers, Partners, and/or Collaborators	Clear and reliable planning information
Governing Body (e.g., Board of Directors)	Publicly acknowledged Governance superiority

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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