

**GLOBALLY AWARD WINNING
BRAND ARCHITECT**

AMOR MACLANG





Changing Perceptions & Influencing Beliefs



A TRANSFORMATIVE MARKETING COMPANY

The background of the slide features silhouettes of five stylized human figures holding hands in a line, set against a warm, golden-yellow gradient. A large, semi-transparent orange circle is overlaid on the left side of the image, containing the main title and subtitle.

The 5 Rules of Effective Stakeholder Management

Engaging stakeholders for your
organization's success

Understand What You Stand For

1



- The executives are the first stakeholders of a company or an organization and hence we should know best what we stand for and what our mission is.

- Discussion Example:



Frontload the Cause, Not the Organization

2



- Have a higher purpose as an organization and communicate it well.

- Discussion Example:



Philippine
Marketing
Association
SINCE 1954



Know Who Your Stakeholders Are

3



- Create your STAKEHOLDER MAP and identify ALL your stakeholders, even the indirect ones

- Discussion Example:



Ambassadors are Key

4



- Your stakeholders can be your ambassadors if you engage them well. They can help build your reputation to others.
- Discussion Example:



VOLUNTEER NOW! The Philippine Animal Welfare Society
VOLUNTEER ORIENTATION
November 7, 2015 (Saturday), 10:00am - 1:30pm
PAWS Animal Rehabilitation Center (PARC)
* Please read the Event Description for requirements. *

CLICK HERE

The poster features a green background with a red banner at the top left containing the text 'VOLUNTEER NOW!'. Below this is a small photo of two women holding a small dog. The main text is in white and yellow. At the bottom left, there is a black button with the text 'CLICK HERE'.



Engage Consistently

5

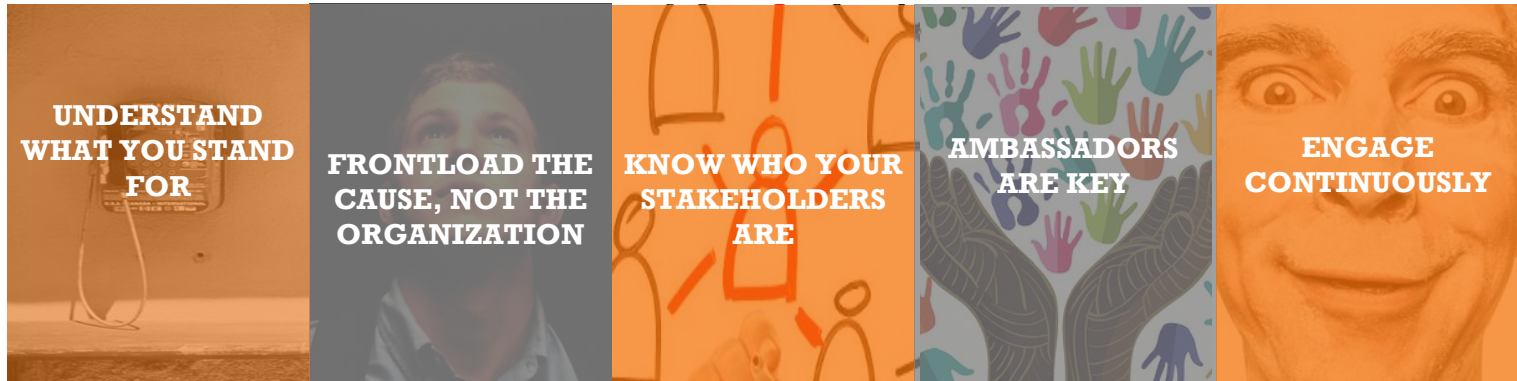


- Engage stakeholders and build relationships even when we don't need them yet.
- Discussion Example:



The 5 Rules of Effective Stakeholder Management

RECAP



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THANK YOU!
