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## STAKE HOLDER Meaning

... X one who has an interest in the project / Assignment

What is a Stakeholder?

✓ ... one who plays for reward & has role in decision making

## Identifying STAKE HOLDERS

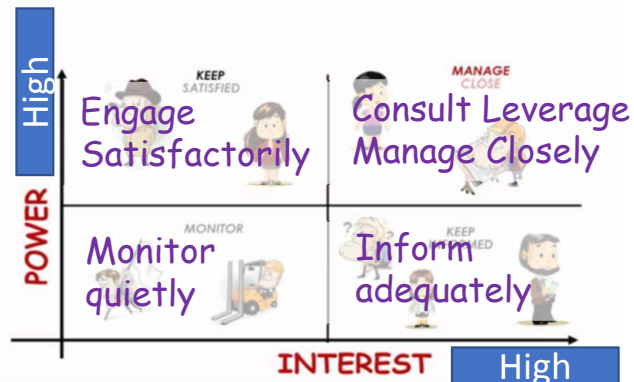
Internal : Managers, Employees, Trade unions

External : Customers, Suppliers

Primary : Customers, Suppliers

Secondary : Competitors , Regulators

## Prioritizing & Managing STAKE HOLDERS

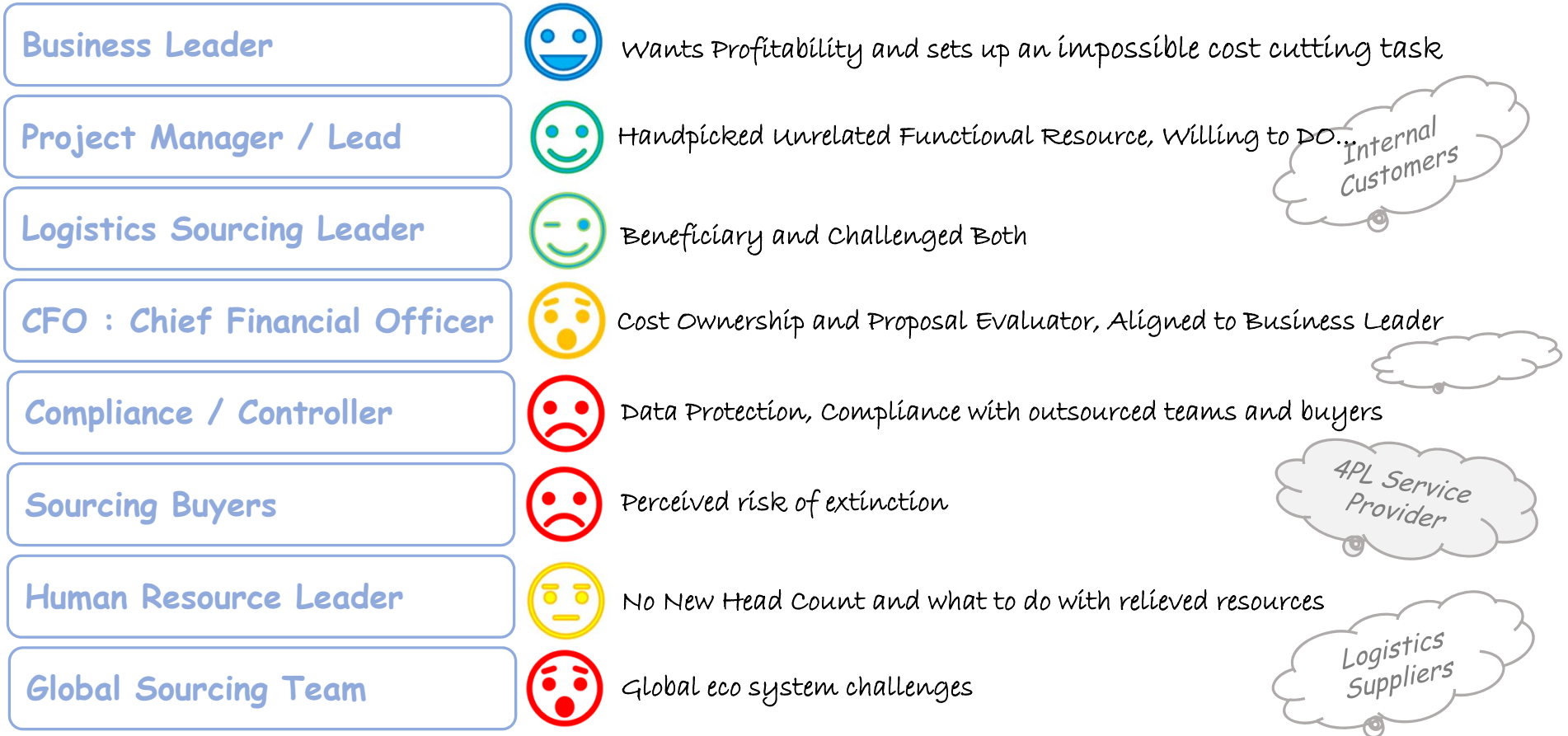


## COOs Tricks of the trade

- › Not all stake holders are EQUAL
- › Nor all have EQUAL votes
- › Know your stake holders Conflicting Priorities & then Pick
- › Allow to PRESENT their ideas, thoughts...but not Decide
- › Let them know who is UMPIRE on Ground, whose call is final



# Case study on Outsourcing of Logistics Sourcing & 4PL Operations





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