

# Top things to do to manage – Stakeholders

## Number 1

### Improve relationships

Efficiently managed engagements and communications lead to better outcomes for communities, stakeholders, and most importantly, enhances the credibility of the mine/plant.

DID YOU KNOW  
**Social license to operate**  
(SLTO) is the rated the **5<sup>th</sup>**

highest business risk for miners by EY

*Source: EY report, Business risks facing mining and metals 2015–2016*

## Number 2

### Get a multi-dimensional view of all stakeholders

The ability to profile and segment stakeholders, linking them to communications, events, teams, issues, projects etc., allows for a holistic view of the various stakeholders, at a company and individual level, which also enables data collection for extended analytics.

## Number 3

### Manage reputation

A single negative tweet or Facebook post, has the potential to go viral, and impact any project negatively. Manage social risk by identifying sentiment trends and monitoring social sites for any posts or comments pertaining to the project and your company, thereby allowing you to respond early on, effectively managing incidents become they become problems.

## Number 4

### Prioritise Stakeholders

Which stakeholders have the highest level of influence? Efficiently create communication and monitoring processes that target various stakeholder types based on their influence and potential impact on the project.

## Number 5

### Improved decision making

Use the data available and build out MIS capabilities on your stakeholder platform that enable better decision making, as well as improve the time to action by automatically creating tasks, or triggering workflows based on specific events.

## Number 6

### Repeatable and risk averse

Automatically manage processes for the various tasks required when running the project. Allow your system to guide the users for any given process, and enable escalations or alerts for when problems arise.