

3 Stakeholder Pressure Data Collection

RBE Worksheet 3 helps owners and managers scan the external context by stakeholder category and the pressures stakeholders bring to the enterprise. In this tool, employees are included for balance.

In filling out this worksheet, as many stakeholder perspectives as possible should be obtained for each element. For example, the customers category might be filled out as follows:

	Threat	Opportunity	Demand	Constraint	Uncertainty
Customers	ABC enterprise is a major customer, but it may begin doing more of its contract work in-house.	XYZ Enterprise is a strategic partner and is bidding on a major contract.	Higher quality is demanded by ABC, but also lower prices.	XYZ requires that suppliers meet all International Labor Organization Standards.	XYZ's financial status may be affected if it fails to win contract.