

consultation INSTITUTE
making consultation count

Serving the stakeholder customer

Rhion Jones
The Consultation Institute

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About The Consultation Institute

- Established 2004
- A not-for-profit **Best Practice** organisation
- Training from 10+ locations in UK & Ireland
- 250 **members** from Central Government, Local Authorities, Police, Health, other public bodies **PLUS** major private sector **consultors** & voluntary and community sector
- **Approved Associates & Partners** to deliver specialist services



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Events

- Seminars
- Briefings
- Roundtables

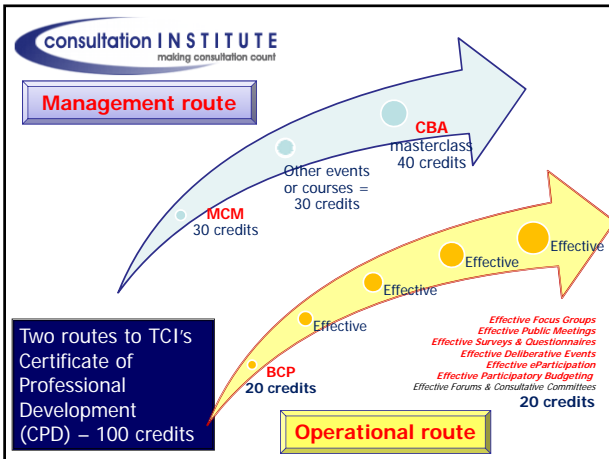


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...& Training

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A Symbiotic Relationship!

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Another Symbiotic Relationship!



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The Customer is King!


More than a Poster?



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Mutual dependence



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What's different about stakeholders?



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What's different about stakeholders?



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The dynamics of good stakeholder relations

1. The parties know a lot about each other
2. They understand each other
3. They trust each other

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Knowing

- Facts are still important
- Critical if questions are to get the right answers
- The least people expect ...




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Understanding

- What matters to the other
- What the implications are
- How it all fits together...



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Trust

- Not an overnight phenomenon
- Overcomes historic baggage
- Confidence-building measures
- Hard to win; easy to loose



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When do we really need these three

1. When responsibilities change
2. When the external environment changes
3. When both sides need to raise their game.

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Meltdown in Trust!

Not just in politics ... or banking

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Fixing the future

Stakeholder Relations will be key to most Support functions ... including **YOURS**

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