
Overview

This standard is about building and maintaining good relationships with all stakeholder groups so that mutual understanding, trust and goodwill result, through establishing clear and open two-way communication. It includes understanding and responding to the environment within which the organisation operates. It is for public relations professionals who work with stakeholders, either within an in-house context, or on behalf of client organisations.

**Performance
criteria**

- You must be able to:
- P1 identify the organisation's different stakeholder groups and establish their relationship with the organisation
 - P2 establish stakeholder opinions and attitudes regarding the organisation and their expectations of the organisation
 - P3 identify any actual or potential conflicts of interest amongst stakeholders with those of the organisation
 - P4 explore the consequences of organisational policies and actions upon key stakeholder groups
 - P5 identify any opportunities and threats to the organisation posed by its stakeholder groups
 - P6 develop and agree public relations strategies for building and managing good relationships with identified stakeholders and stakeholder groups, working within relevant legal, regulatory and ethical frameworks
 - P7 agree with decision-makers public relations actions to manage stakeholder expectations and relationships
 - P8 monitor and evaluate stakeholders' on-going attitudes and expectations regarding the organisation and adjust public relations strategies and actions accordingly

Knowledge and understanding

You need to know and understand:

- K1 the vision, objectives and culture of the organisation
- K2 the organisation's structure and business processes
- K3 the different types of stakeholder and stakeholder groups
- K4 stakeholder mapping and analysis, and its role in informing public relations strategy
- K5 methods of planning, research and evaluation used to inform the design of public relations programmes
- K6 how stakeholders can impact upon corporate reputation
- K7 legal and regulatory frameworks within which stakeholders operate
- K8 political structures within which stakeholders operate
- K9 legal, regulatory and ethical requirements codes of practice and organisational policies and procedures affecting public relations strategies for stakeholder groups
- K10 the market within which the organisation operates
- K11 the organisation's principal products/services
- K12 the organisation's various audiences and publics, their needs and expectations relevant to the organisation
- K13 the organisation's key stakeholders, their requirements and any potential conflicts of interest

CFAPRE006
Engage stakeholders



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