

Establishing lines of communication with external stakeholders

Before You Start

- » Ask for a list of the top 10-50 customers and top 10 shareholders, as well as the main issues for each.
- » Research analyst industry and company coverage and investor expectations.
- » Understand key government regulations, agencies and other stakeholders that may impact the business.

First 100 Days

- » Ensure that there is a plan for strategically meeting with the critical customers, top shareholders and other critical external stakeholders.
- » Understand what other key stakeholder commitments may require your attention or time.

Day 101 and Beyond

- » Incorporate feedback from clients, shareholders and others into strategic plan.
- » Understand key community relations dynamics and relationships.