LM30 Stakeholder Relations Code Set

Interaction between leadership and non-owner stakeholders (customers, management, employees, government, and the community). This is the outward focus leadership need to consider in carrying out leadership responsibilities. It reflects moves beyond shareholders to a broader range of stakeholders.

LM30.10 Spokesperson Selection

The selection of individuals authorized to communicate on the organizations behalf to stakeholder groups. This includes the parameters of the authorization and the development of succession plans for each spokesperson role.

LM30.15 Goals and Objectives

Development and maintenance of organizational goals and objectives related to stakeholder accountability. Includes researching, adopting and assuring adherence to legal standards that apply to the organizations responsibilities to stakeholders.

LM30.20 Planning

Development of communication and action plans designed to create positive relationships with stakeholders though the appropriate management of their expectations and performance of agreed objectives. Includes reputation and crisis management activities.

LM30.25 Implementation

The implementation of communication and action plans designed to create positive relationships with stakeholders though the appropriate management of their expectations and performance of agreed objectives.

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