

Stakeholder Relationship Management

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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Regardless of their size or mission, all organizations have internal and external stakeholders with competing priorities, needs, and concerns. Negative or mismanaged stakeholder relationships can lead to increased cost and lack of stakeholder acceptance or buy-in, hindering transformation or other initiatives. Furthermore, increasingly complex issues require the input and involvement of stakeholders across organizations, sectors, and national borders. Addressing stakeholder interests in a proactive and sustained manner is critical to organizational success.

Booz Allen can help you be ready for what's next

Booz Allen Hamilton, a leading strategy and technology consulting firm, has partnered with numerous organizations to successfully engage stakeholders—transforming disimpassioned audiences or even adversaries into partners. Through stakeholder relationship management (SRM), Booz Allen helps organizations understand stakeholders' needs and concerns and develops approaches to proactively inform, involve, and inspire stakeholders to build ownership. When combined with our capabilities in outreach, leadership messaging, and employee engagement, our SRM service offering supports comprehensive stakeholder engagement strategies.

Booz Allen helps organizations navigate the challenges of stakeholder relationships. We help our clients meet organizational goals, proactively engage stakeholders before issues become problems, and build mutually beneficial and strategic partnerships that endure.

Our SRM service offerings

Through deep stakeholder analysis, audience segmentation, partnership strategies, and contact management tracking, we help organizations develop and maintain stakeholder relationships that support their goals.

- **Stakeholder analysis:** Our SRM approach starts with extensive stakeholder analysis in which we identify key internal and external stakeholders. We understand that stakeholders, like customers, are unique and require consistent, yet targeted, communications and service. We analyze their characteristics, information needs, and related concerns. We consider current and potential impacts on each stakeholder group to ensure our clients have a firm understanding of their stakeholders.
- **Audience segmentation:** Our SRM approach is further characterized by segmenting and prioritizing audiences. To do so, our experts assess organizational goals in light of stakeholders' information needs so messaging, partnering, and engagement strategies are consistent yet tailored. This tailored approach enables organizations to focus their resources and energies on the highest priority audiences while ensuring all stakeholders are appropriately engaged. It also enables organizations to engage with stakeholders personally as required and achieve economies of scale when feasible.

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delivering results that endure

- **Partnering strategies and partner-to-partner facilitation:** Booz Allen knows organizations must partner with various stakeholders to address organizational or program goals and define the need for change. That's why we work with organizations to design and develop a comprehensive SRM strategy that focuses on networking and partnerships; incorporates best practices; and considers organizational history, operating environment, and culture. As part of this process, we also design sessions and provide facilitation support for partnership meetings, creating a safe environment for clients and their partners to discuss key issues and concerns.
- **Contact management technologies:** Booz Allen creates SRM contact management tools to capture key stakeholder information and manage stakeholder relationships. One tool Booz Allen employs is ACT! Premium for Web 2006, a web-based software package that provides a comprehensive method to plan, organize, record, and analyze stakeholder contacts. ACT! allows users to track stakeholder characteristics, behaviors, and relationships, ultimately producing valuable information and output metrics for developing and refining SRM strategies.

As a result of our SRM service offerings, organizations can accomplish the following:

- Improve the consistency and quality of stakeholder interactions
- Speak with one voice while engaging and responding strategically to stakeholders' needs
- Meet external stakeholders' needs and add value to their operations
- Improve public perception

Our experience and expertise

For the Department of Homeland Security (DHS), Booz Allen developed and implemented a communications strategy focused on stakeholder outreach to ensure proactive communications and ongoing employee and stakeholder involvement for the Human Resources Management System (HRMS) for the 21st century. The General Accountability Office lauded Booz Allen's approach as "comprehensive and noteworthy" in a review of the DHS initiative. Other clients have included the Department of Labor and US Department of Agriculture.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.