

## Volunteers

Types of Volunteers	Management Guidelines
Spot	Vs = essential to org
Regular	Org must involve/recognise Vs
Pressured to volunteer	V manager must be resourced & supported

## Stakeholder Value

What is stakeholder value?

How satisfied a SH is from a specific activity or anything that has the potential to provide SHs value

How is stakeholder value optimised?

1) Maximisation of SV 2) Fairness in distribution

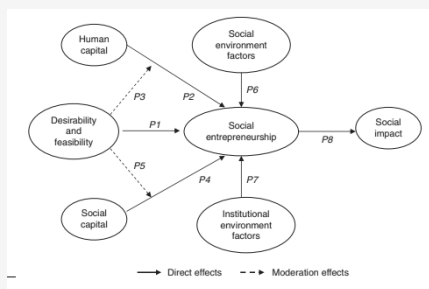
What is shared value creation?

The creation of economic value through creating social value for others

## Stakeholder Management Process

1) Identify SH	Who is affected?
2) Understand SH interests	What do they want/need?
3) Balance competing needs	Intersectionality matters
4) Create value	What is valuable to all SHs?

## Model of Social Entrepreneurship (4 Antecedents)



## Management Theories of Motivation

Mazlow	Herberg	Myer-Brigg
Needs	"Hygiene"	Personality
Erikson	McGregor	McClelland
Lifecycles	Theories X/Y	3 Needs

## 4 Pillars of Sustainable Social Impact

Open Circles	The capacity to welcome new SHs
Focused Purpose Sharing	Shared purpose among SHs
Mutuality of Success	Success is mutual but not equal
Persistent Change Perspective	Having tenacity and perseverance

## Stakeholder Prioritisation

Core	Necessary for the organisation's existence and survival
Strategic	Necessary for success but not survival
Enviro	Affects neither. Exists in the organisational background

## Stakeholder Identification

Dependency

Who is (in)directly dependent on the org's activities?

Responsibility

Which groups does the org have legal, commercial, operational or ethical responsibilities with?

Tension

Who needs immediate attention regarding financial, economic, social or environmental issues?

Influence

Who can impact the org or a SH's decision making?

Remember: DRTI: Don't Record The Igloo

## Creating Shared Value

Reconceiving products & services

Redesigning products to meet social needs

Redefining productivity in the supply chain

Redesigning operations to benefit society

Supporting local industry clusters

Strengthening the environment in which the business operates



By colestolethechips

Not published yet.  
Last updated 12th June, 2026.  
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### Danielle Le Gallais (Sunday Blessings)

#### Activity Stakeholders

Kai packs Volunteers, homeless & food insecure individuals, social workers, supermarkets, AKL council, central government & other orgs

### Chloe Vos (Briscoe Group Limited)

#### Activity Stakeholders

Recycled Textile Boxing Bag Responsible Sourcing Program Product Returns Diversion Program Pass it forward (Ball) Buy a blanket give a blanket RS Grants & Equipment donations

ImpacTex, Will&Able (disabled workers), BGL + RS staff & customers

Factory owners & workers, Briscoes & customers

BGL staff, rescue recovery partners, NZ Foodnetwork, (Salvation Army) op-shops, communities in need

BGL/RS, sports clubs, customers, communities in need

BGL/Briscoes, customers, communities in need

Community groups, sports clubs & BGL/RS

### Assessing Corporate Social Performance

Responsibility	Responsiveness	Issues Maturity	Org. Implementation
Economic	Reactive	Institutionalised	Isolated
Legal	Defensive	Consolidating	Managerial
Ethical	Accommodative	Emerging	Strategic
Discretionary	Proactive	Latent	Civic

### 3 Mechanisms to Scale Social Impact

Dissemination Spreading awareness so others can replicate

Affiliation Partnering with other orgs

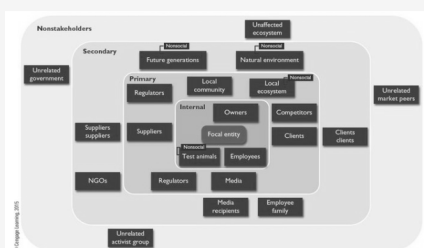
Branching Creating new parts of the org

Must consider the 5 Rs when branching: readiness, receptivity, resources, risks & returns

### What is stakeholder management?

"Stakeholder management is the process of managing relationships with the various groups, that are affected by an activity."

### Stakeholder Mapping



### Categorising Stakeholders (Model 2)

Internal vs External Internal are part of org, external are not

Primary vs Secondary Primary stakeholders have a direct connection with the organisation, whilst secondary stakeholders are indirectly connected to the organisation through a primary stakeholder.

Social and non-social Social = can communicate needs, non-social = animals, environment

SHs vs Non-Stakeholders SHs = related to the org, non-shs are not

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