

Methodological tool:

Identify different types of stakeholders.

Maintain good relationships with different types of stakeholders.

Number of methodological Tool	EUPANEXT_LO_011_M_001
Work Area Code and Title	WA3 COMMUNICATION AND SOCIAL, TELEPHONE HANDLING, CODE OF CONDUCT, EQUAL OPPORTUNITIES AND RELATIONSHIPS
Unit Code and Title	2.7 Recall and apply key principles of good relationships with customers, external stakeholders and colleagues in a clear and effective way
Learning Outcome Number and Title	LO011: Demonstrate the ability to recall the key principles of good relationships with customers and other external stakeholders, demonstrate competence in applying these principles in a clear and effective way. Be able to perform Public Relations activities to improve workplace relations, for example acknowledging birthdays, name days and other special occasions.
Objective of the methodological tool	After the completion of this case study participants will be able to: <ol style="list-style-type: none"> 1. Identify the external customers. 2. Describe different kind of PR activities for each one of the external customers.
Individual or group exercise	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Group
Type of methodological tool	<input type="checkbox"/> Written Exercise <input type="checkbox"/> Video Analysis <input checked="" type="checkbox"/> Simulation <input type="checkbox"/> Multiple choice <input type="checkbox"/> Group exercise with cards <input type="checkbox"/> Exercise using ICT <input type="checkbox"/> Role Play <input checked="" type="checkbox"/> Group discussion <input type="checkbox"/> Case study <input type="checkbox"/> Creative Group Work
Description of the exercise/Procedure	Participants form two groups and are given the following exercise:

	<p>PART A</p> <ol style="list-style-type: none"> 1. You work as a PA for an organisation. Identify some external customers. 2. Now describe different PR Activities that you would use for each one of them. <p>PART B</p> <ol style="list-style-type: none"> 1. Give each group four (4) different kind of letters, as well as a set of birthday wishes. They should answer the following questions: <ol style="list-style-type: none"> i Does the letter target an internal or an external stakeholder? ii Does the tone assist in maintaining positive relationships?
Exercise is accompanied by	<ol style="list-style-type: none"> 1. Letter 1 2. Letter 2 3. Letter 3 4. Letter 4 5. Birthday wishes
Exercise solution	<p>This exercise will help the participants understand the significance of the development and maintenance of good working relationships, both with the internal and the external customers.</p> <p>PART A</p> <ol style="list-style-type: none"> 1. <i>You work as a PA for an organisation. Identify some external customers.</i> <p>External Customers/stakeholders: i.e. A customer that purchases products or services from your company</p> <ul style="list-style-type: none"> • An Outsourcing consultant Company • The Government • Suppliers are also external stakeholders. <ol style="list-style-type: none"> 2. <i>Now describe different PR Activities you would use for each one of them.</i> <p>For example:</p>

	<ul style="list-style-type: none"> • Events, e.g. a dinner for the associates • Christmas cards • Organise thematic events that will promote values or themes your stakeholders are interested in, e.g. corporate social responsibility <p>PART B</p> <ul style="list-style-type: none"> • Letter 1 A customer complaint letter. Note that the tone assists the maintenance of a good relationship even in the case of a complaint. • Letter 2 It is probably a communication between different departments, where delay of one department caused a deadline to be missed. The tone assists in maintaining a good relationship. • Letter 3 It can be applied in the case of both internal and external stakeholders. It is a Holiday card. • Letter 4 It is probably an internal communication between different departments. The tone of the letter destroys any form of positive relationship. • Birthday wishes The ones in italics are informal and must not be used for external stakeholders. Also, they should only be used for internal customers with whom the relationship is very close.
Other comments to the trainer	-
Approximate Time needed for the completion of this exercise	

Attachments to the Methodological Tools

Simulation

1. Letter 1

Dear Mr. Rodgers,

I am afraid that the enclosed video product does not work. This is the third one I am returning this month (see attached correspondence).

I bought it from ABC stores at Newtown, Big County on the 1st September 2011.

I was careful to correctly follow the user instructions.

Other than the two I had to return recently, I have always found your products to be excellent.

I would be grateful if you could send a replacement and refund my postage.

I really appreciate your help.

Yours faithfully,

Smith (Mrs.)

2. Letter 2

Dear Steve,

Firstly, I would like to apologise for the inconvenience caused by our weakness.

We take great care to ensure that important matters such as this are properly processed, although due to technical problems we missed the deadline.

I will contact you soon to make sure that the problem is fixed.

Please contact me should you have any further cause for concern.



Yours,

Ben Neilson

3. Letter 3

Happy Holidays!

Regards,

MMC Ltd

4. Letter 4

Steve

Thank you so much for being so unprofessional. Thanks to you and your dream team we managed to miss the deadline.

5. Birthday wishes

- Happy Birthday!
With Sincere Wishes
that the coming year
be full of Health, Happiness
and everything good for you.
- *Happy Birthday... Let's go out for a beer*
- Hoping your Birthday
is an event to remember!
- **Dude**, just wanted to post some birthday wishes on your wall, **happy birthday** you are the best!"

- *Happy Birthday... stay cool*
- Best Wishes
on your Birthday
and throughout
the coming year.
- Hope you have a
Happy Birthday and may
the coming year bring to you
Good Health
Happiness and Prosperity!

