

# SIFA | STAKEHOLDER SCORECARD

The rise in stakeholder influence; the increasing importance of corporate behaviour on commercial performance; and future corporate governance reform means that gaining a better understanding of stakeholder support is both good business practice and no longer optional.

The Stakeholder Scorecard is easy to implement and provides insight for multiple stakeholders across pre-determined key drivers of support for a company, as well as favourability, momentum and peer comparison scores. It can be regularly updated, can inform business decision-making and can be used for internal and external reporting requirements.

## Benefits

- Uniform insight across key stakeholders
- Identifies areas of strength and risk
- Easy and swift implementation
- Independent analysis
- Tailored to strategic business planning process
- Generation of KPIs
- Scorecard Plus gives ability to add specific additional client analysis

## Results

Uniform scores across all stakeholders, reporting on:

- Favourability;
- Momentum;
- Comparison to peer group; and
- Drivers of support

WARNING: This is a sample copy only and has no reflection in any form on scores representative to Company plc Page 3 of 5

### SIFA Stakeholder Scorecard

Report 1: An analysis of the current quality of relationships, based on a uniform score, across all key stakeholders.

	Customers	Employees	Suppliers	Business Partners	Investors	Analysts	Government	Influencers	Average
<b>Score 1: Favourability</b> Provides an indication out of 10 of a stakeholder's favourability towards the company.	5.5	6.4	4.8	4.2	5.4	5.0	7.0	6.1	<b>5.6</b>
<b>Score 2: Momentum</b> Provides an indication out of 10 on how favourability is changing.	6.4	5.2	4.6	4.0	6.4	6.0	6.0	5.0	<b>5.5</b>
<b>Score 3: Comparison</b> Provides an indication out of 10 on favourability rating against peer group.	5.5	6.0	4.2	4.1	5.5	5.8	5.8	5.5	<b>5.3</b>
<b>Stakeholder Support Score</b> See Report 2.	<b>6.4</b>	<b>5.8</b>	<b>4.7</b>	<b>4.5</b>	<b>6.0</b>	<b>5.9</b>	<b>6.0</b>	<b>5.5</b>	<b>5.6</b>

SIFA STAKEHOLDER SCORECARD

WARNING: This is a sample copy only and has no reflection in any form on scores representative to Company plc Page 4 of 5

### SIFA Stakeholder Support Score

Report 2: Drivers of Stakeholder Support

	Customers	Employees	Suppliers	Business Partners	Investors	Analysts	Government	Influencers	Average	
The SIFA Stakeholder Support Score provides a rating of support between 0-10 for each key driver of a stakeholder relationship to identify areas of strength and potential risk.	SIFA Stakeholder Support Driver 1	7.2	6.0	4.9	4.3	6.6	5.9	6.2	5.8	<b>5.9</b>
	SIFA Stakeholder Support Driver 2	7.0	5.8	4.4	4.2	5.9	6.2	6.1	5.5	<b>5.8</b>
	SIFA Stakeholder Support Driver 3	7.2	5.4	5.7	5.2	7.1	6.7	7.2	5.8	<b>6.3</b>
	SIFA Stakeholder Support Driver 4	5.3	4.8	4.1	4.4	5.4	4.9	6.1	5.7	<b>5.1</b>
	SIFA Stakeholder Support Driver 5	7.8	6.7	5.4	5.2	7.4	6.9	6.8	6.1	<b>6.5</b>
	SIFA Stakeholder Support Driver 6	6.8	7.2	5.3	5.4	6.2	5.9	6.1	5.4	<b>6.0</b>
	SIFA Stakeholder Support Driver 7	6.0	5.3	4.2	4.3	5.8	5.7	6.3	5.3	<b>5.4</b>
	SIFA Stakeholder Support Driver 8	4.9	5.1	4.7	4.1	4.5	5.1	7.1	5.2	<b>5.1</b>
	SIFA Stakeholder Support Driver 9	5.0	4.8	3.9	3.4	4.9	5.1	6.3	5.1	<b>4.8</b>
	SIFA Stakeholder Support Driver 10	5.7	5.8	4.1	3.9	6.1	6.3	5.2	5.2	<b>5.3</b>
	SIFA Stakeholder Support Driver 11	7.0	6.4	5.4	5.1	5.8	6.3	6.1	5.5	<b>6.0</b>
	<b>SIFA Stakeholder Support Score</b>	<b>6.4</b>	<b>5.8</b>	<b>4.7</b>	<b>4.5</b>	<b>6.0</b>	<b>5.9</b>	<b>6.0</b>	<b>5.5</b>	<b>5.6</b>
<b>Additional questions per stakeholder rating between 0-10 as requested by the company.</b>	Bespoke Support Driver 1		5.7							
	Bespoke Support Driver 2		4.7							
	Bespoke Support Driver 3			3.9	3.7					
	Bespoke Support Driver 4			2.9	3.3					
	Bespoke Support Driver 5					5.1	5.2			
	Bespoke Support Driver 6					6.1	6.2	6.0	5.7	
	Bespoke Support Driver 7							6.1	5.8	

SIFA STAKEHOLDER SCORECARD

## Other Measurement Products

### Stakeholder Scorecard Plus

The Stakeholder Scorecard Plus is a tailored scorecard which uses the pre-determined performance criteria of the Stakeholder Scorecard, adding extra questions specific to each client's business. This enables an added bespoke layer of analysis to the Scorecard, providing a more in-depth measurement and understanding of stakeholder support for your organisation, with peer and sector comparisons.

### Reputation Report

A bespoke and in-depth stakeholder research and insights programme, enabling deeper understanding of stakeholder support and reputation drivers; embedding stakeholder engagement and reputation within organisations as an ongoing strategic and commercial discipline. We specialise in the creation and management of reputation programmes and stakeholder engagement, analysing and presenting quantitative and qualitative results and recommendations, proposing KPIs, providing ongoing measurement and advising on related strategic issues.

The Government response set out a package of measures designed to, in part, "drive change in how our largest companies engage at board level with employees, customers, suppliers and wider stakeholders to improve boardroom decision-making, deliver more sustainable business performance and build wider confidence in the way businesses are run."

There was strong support from respondents to the green paper for strengthening reporting requirements on how company directors are having regard to stakeholders. The Government envisages that it would include "a requirement to explain how the company has identified and sought the views of key stakeholders, why the mechanisms adopted were appropriate and how this information has influenced decision-making in the boardroom"

*Reference: The Government response to the green paper consultation on Corporate Governance Reform, August 2017*

### For further information

Please contact SIFA Strategy at [info@sifastrategy.com](mailto:info@sifastrategy.com)