

Understanding Multiple Stakeholders

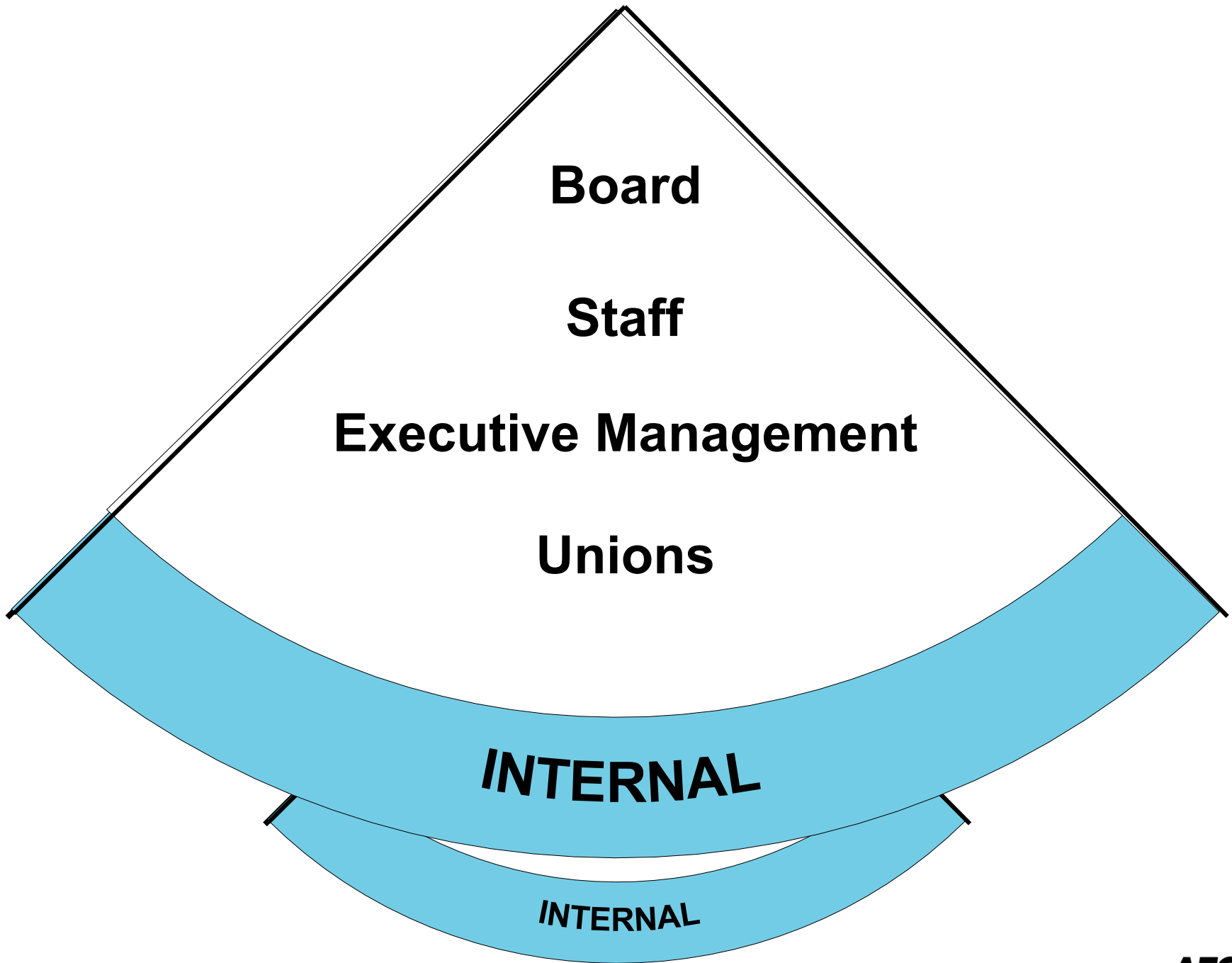
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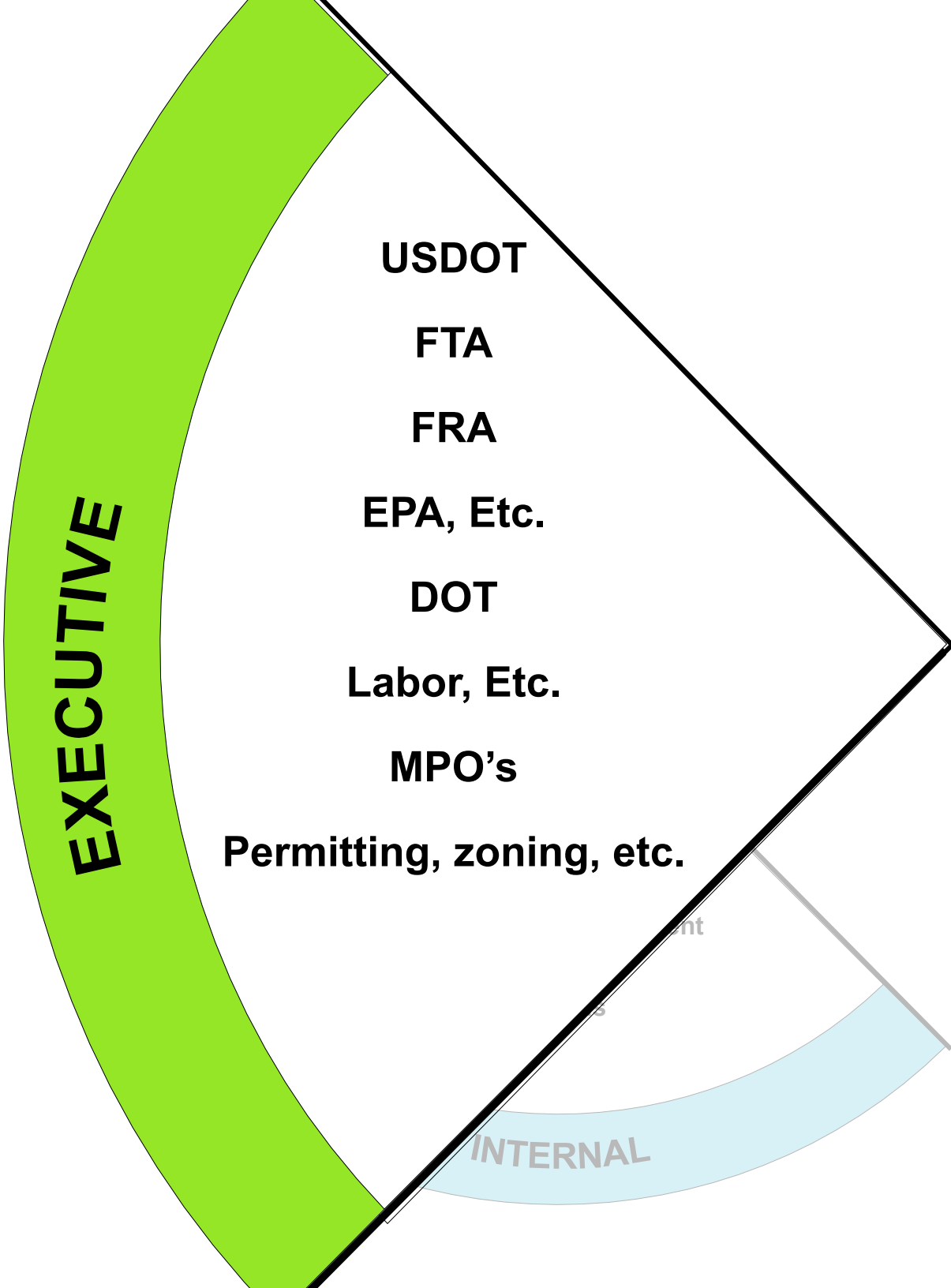
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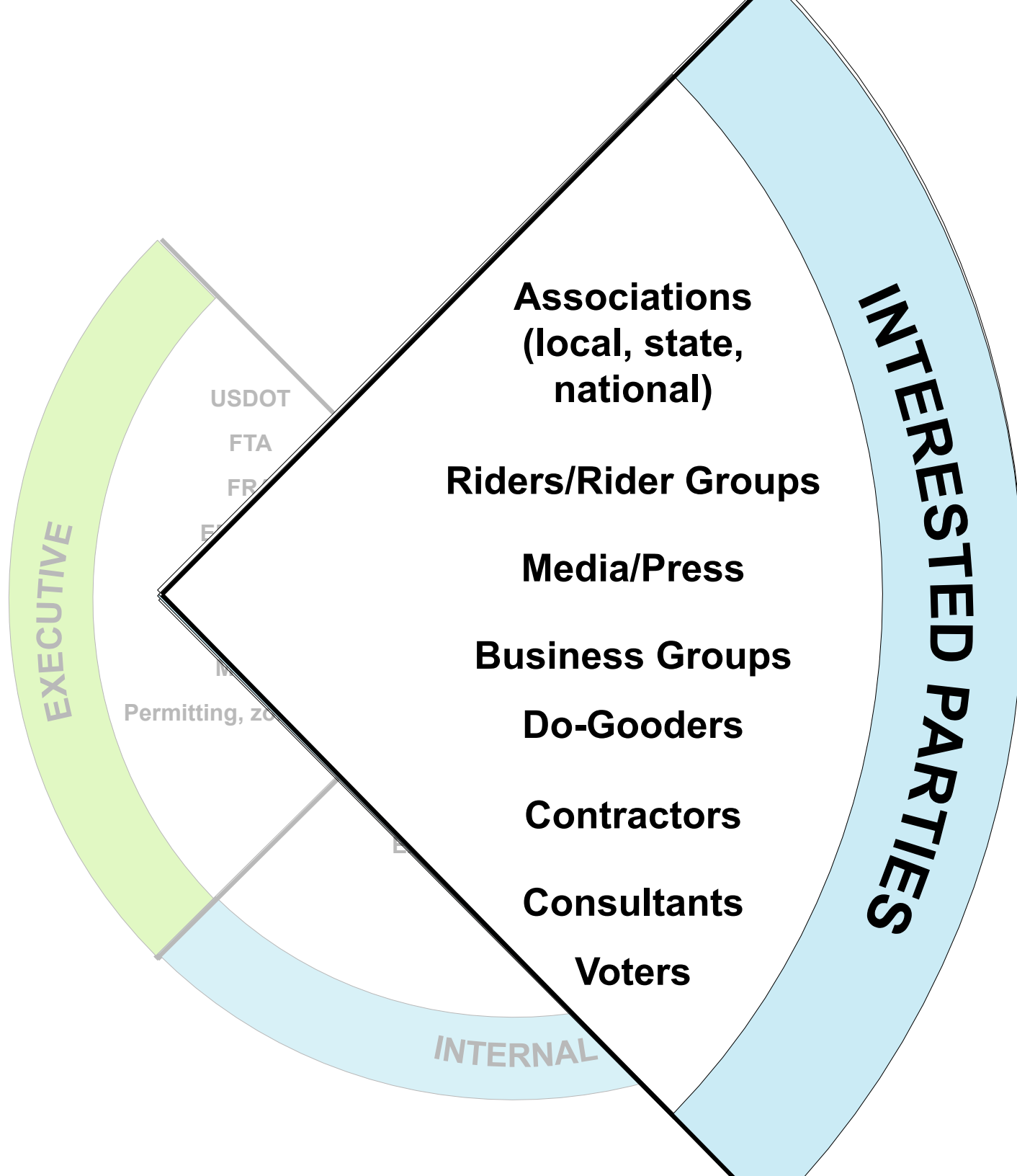
Jerry Premo

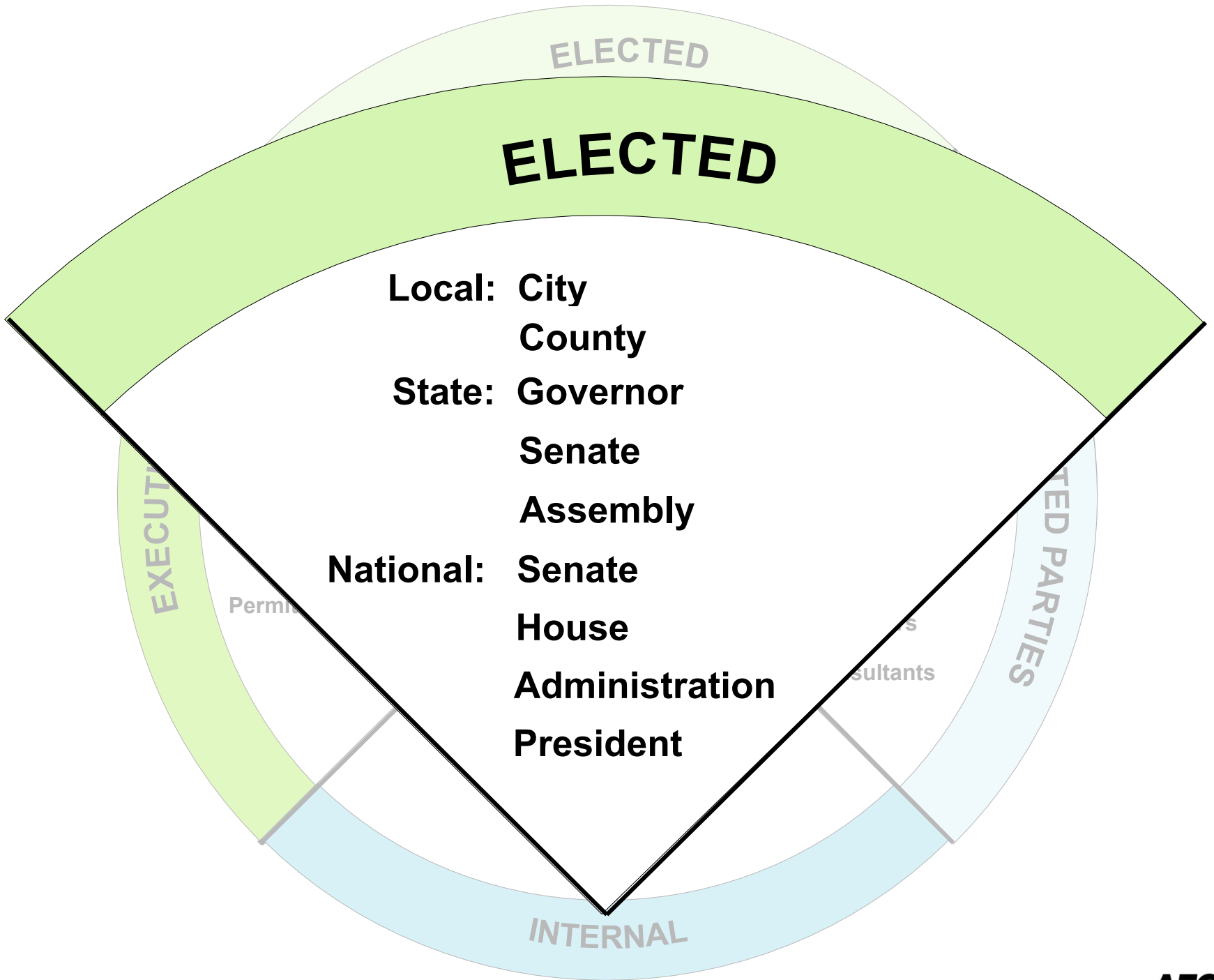
Some Principles:

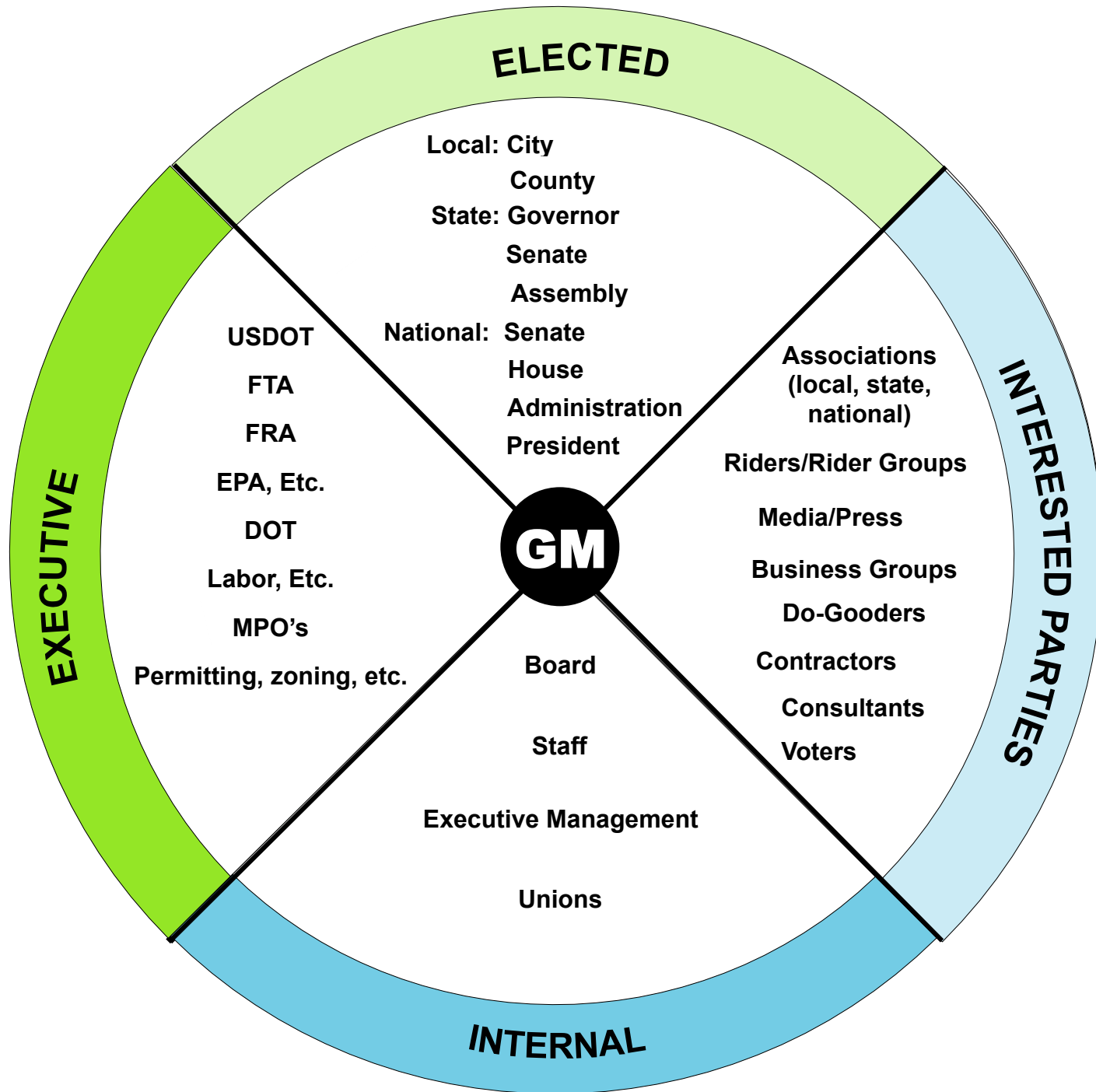
- 1. Everyone is important**
- 2. Some constituencies are “more important”**
- 3. Leadership challenge is to align:**
 - Right people**
 - Right organization**
 - Right work**
- 4. Use limited time to focus among:**
 - Internal/agency**
 - Executive**
 - Interested parties**
 - Elected officials**
- 5. Know yourself, your agency and your vision**











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Thank You