

# Understanding Multiple Stakeholders

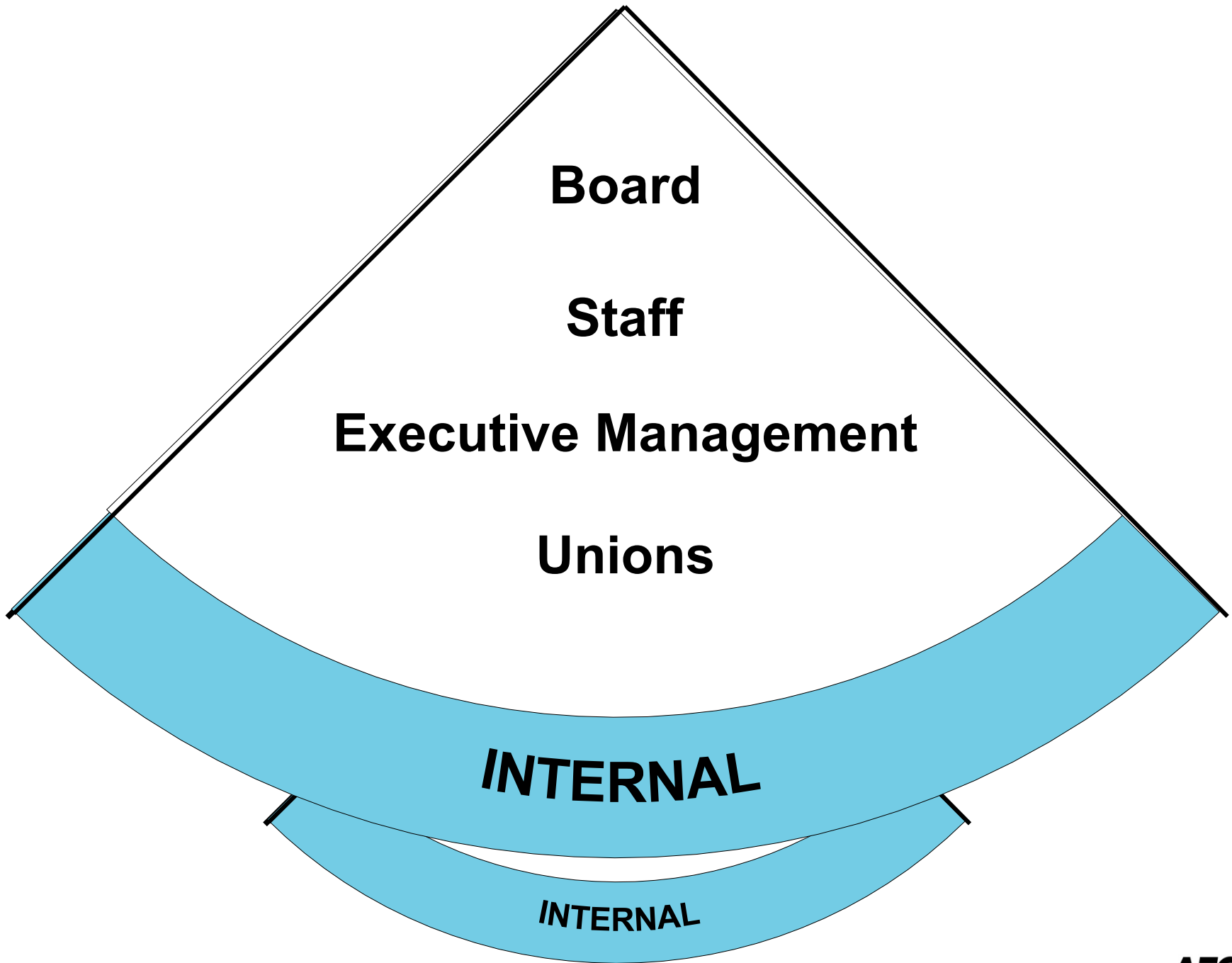
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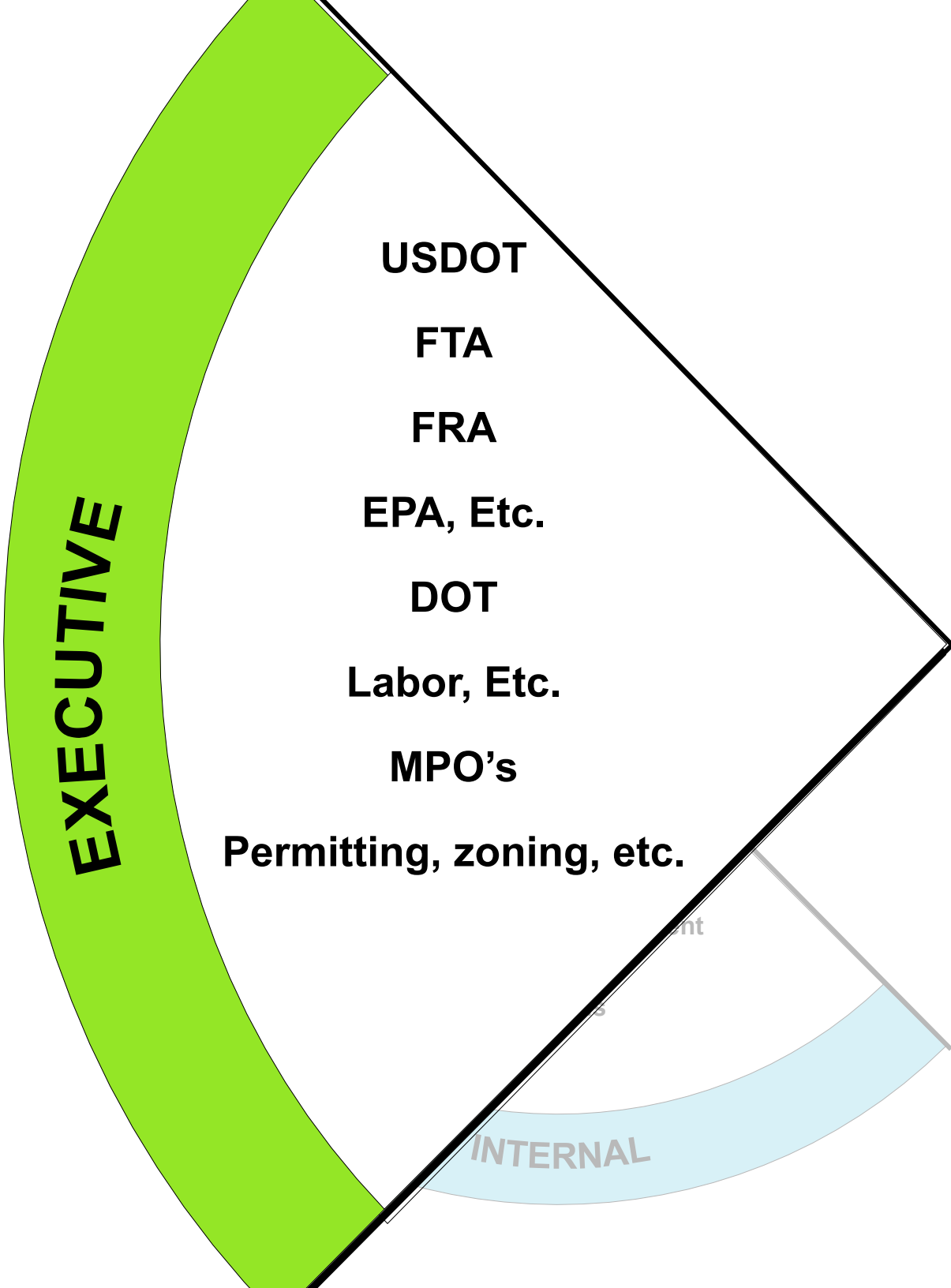
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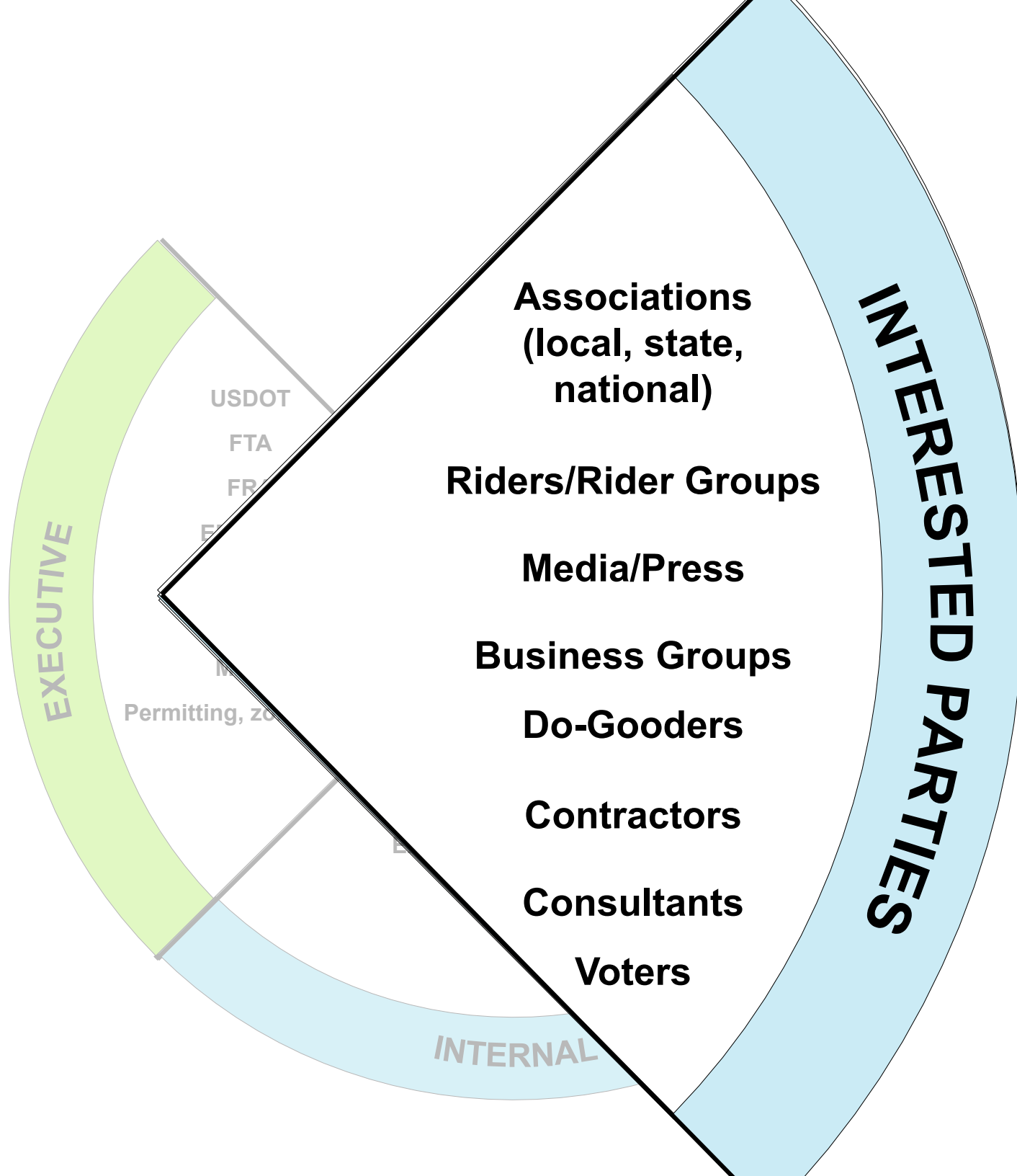
Jerry Premo

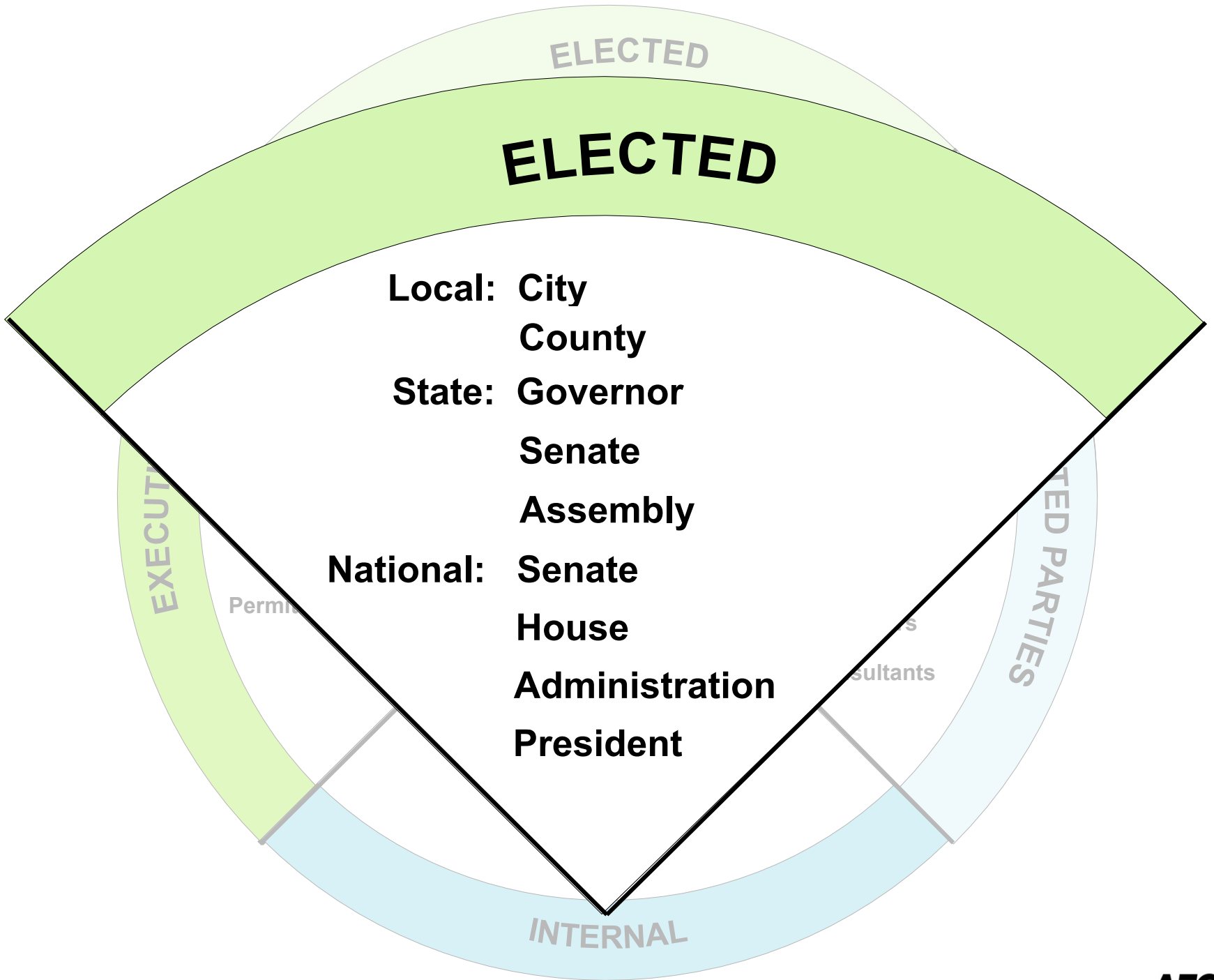
# Some Principles:

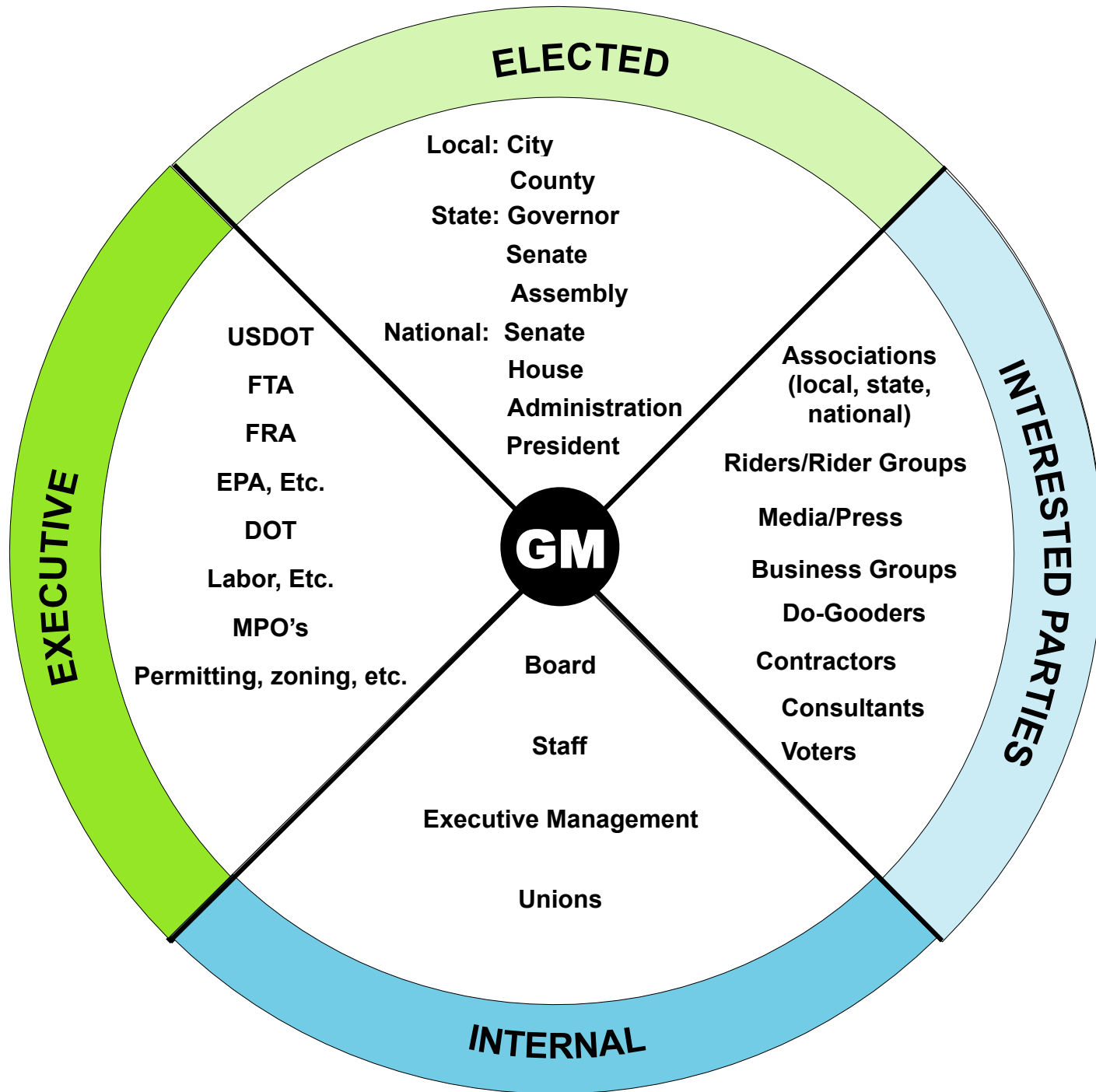
1. **Everyone is important**
2. **Some constituencies are “more important”**
3. **Leadership challenge is to align:**
  - **Right people**
  - **Right organization**
  - **Right work**
4. **Use limited time to focus among:**
  - **Internal/agency**
  - **Executive**
  - **Interested parties**
  - **Elected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











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Thank You