



We all have stakeholders (whether we realize it or not). Stakeholders are individuals in our life who are invested in our success. Stakeholders can include:

- Managers who count on us to do our job well
- Colleagues who need us to collaborate effectively
- Family members who rely upon us for support
- Clients who depend upon us for information

How often do we spend time thinking about whether or not we're meeting our stakeholders' expectations?

When we think about stakeholder expectations, it's quite easy to assume that we're meeting their expectations when we only factor in our own point of view, such as: Of course, my clients think I'm doing a great job! I meet my deadlines, and I check in routinely. That's what I'd want from someone in my position.

We might, however, miss out on opportunities to meet stakeholder expectations when we only consider our point of view — often times, when we attempt to take on the perspective of others, we can start to realize additional opportunities where we can meet expectations, such as: When I consider my role from my client's perspective, I can start to realize that I could be even more helpful if I communicated project updates more consistently. My client shouldn't have to call me for updates, I should be calling them — I bet this frustrates them.

This exercise is for you to spend time considering your role in the eyes of your stakeholders. Start by identifying five of the most important stakeholders in your life (these can be either personal or professional). Then, spend time viewing your role from their point of view. You might uncover some action steps you can take to better meet your stakeholders' expectations.

1 Identify five of your most important stakeholders.

1. _____
2. _____
3. _____
4. _____
5. _____

2 Spend time reflecting on the below question as it relates to each stakeholder.

Stakeholder's Name	When I consider my role from their point of view, I could meet their expectations better if I...
1	
2	
3	
4	
5	

EXERCISE EXAMPLE

Stakeholder's Name	When I consider my role from their point of view, I could meet their expectations better if I...
1 <i>Tim (Colleague)</i>	<i>...spent time reaching out to Tim and asking him if he needs help (before him asking me to help him). His team is going through a difficult change initiative right now. They don't have all the resources they need and rather than observe his frustration, I could see if there is a way for my team to help him.</i>
2 <i>Erica (Direct Report)</i>	<i>... responded to her emails quicker. She depends upon me for information and there are too many times when I don't get back to her because her questions don't feel urgent to me. I need to recognize that by not giving her guidance in a timely fashion, I'm holding her up and she's not able to do her job. I should also let her know it's okay to reach out to me if she's not getting the information. She should know she should never hesitate to give me a call.</i>