

# MEETING STAKEHOLDER NEEDS

<b>Unit Level</b>	3	<b>Good Practice</b>  CMI's Unique Selling Point (USP) is that our centres can deliver and assess our qualifications in a variety of ways, provided the learner demonstrates achievement of the assessment criteria. The best practice details offered below aim to support our USP and at the same time give our centres an idea of the type of evidence of knowledge, understanding or ability that we would wish to see from learners.  When assessing this unit please be aware that the learner has to meet <b>all</b> the assessment criteria in order to pass. The unit is written using framework level descriptors and the assessment criteria is at a level 3 level of difficulty.
<b>Unit Number</b>	3003V1	
<b>Ofqual Reference</b>	T/504/9005	
<b>Credit Value</b>	6	
<b>Total Unit Time</b>	60	
<b>Guided Learning Hours</b>	20	

LEARNING OUTCOMES		ASSESSMENT CRITERIA	GOOD PRACTICE
1	Be able to identify stakeholders and plan to meet their needs	1.1 Identify stakeholders in relation to the team's objectives	It would be beneficial here to briefly explain what stakeholders are. All businesses depend on a range of stakeholders. Some stakeholders are internal to the business, such as employees while other stakeholders are external to the business, such as suppliers, customers and shareholders. You are required to identify the stakeholders involved in achieving agreed team objectives. It might be helpful to use your own team as an example.  The objectives and plans that an organisation and team agree are determined by balancing the
		1.2 Describe how the team's objectives meets stakeholder requirements	

			requirements of the various stakeholders in and out of the organisation. You should explain here how objectives meet the needs of stakeholders, and again you might find it helpful to use a practical working example.	
		<b>1.3</b>	Identify work plans with the team, gaining commitment to meet stakeholder needs	A work plan outlines objectives and processes by which a team can accomplish those goals. You could include here identification of how you go about agreeing work plans with the team and individuals and how the plans support stakeholder needs.
		<b>1.4</b>	Evaluate and modify the work plans to meet the stakeholder needs	Once the work plans have been agreed and implemented, they may need to be reviewed to ensure they are meeting stakeholder needs effectively. Here you are asked to carry out an evaluation of the work plans, including any changes that may have been necessary during their implementation. Practical examples might help bring this to life.
<b>2</b>	Understand the process required to continually improve meeting stakeholder needs	<b>2.1</b>	Identify improvements to meet stakeholder needs	You could list here a reflection of improvements that could be made to ensure that a particular stakeholder's requirements are continually being met. For example, a product or delivery of a service may no longer be fit for purpose and may need to be changed or adapted.
		<b>2.2</b>	Identify resources and costs to support improvements	In AC 2.1 you identified potential improvements, here you are asked to state the resources you would need to make these improvements. This may relate to recruiting additional staff, staff training or purchasing equipment or materials.
		<b>2.3</b>	Identify benefits obtained from improvements	You are asked to identify the benefits of the potential improvements you have outlined. These might relate to - e.g. reduction in complaints or

			goods returned, improved customer relationships and customer satisfaction, reduction in costs, increase in revenue – to name a few.	
<b>3</b>	Be able to prepare a case to support a change in meeting stakeholder needs	<b>3.1</b>	Identify the individuals to whom a case for change is to be made	You could start this section by briefly explaining what a case for change is. A case for change captures the reasons for making change to systems, procedures or practice to convince a decision maker to take action. You are asked to identify the people who need to sanction a case for change. This could be senior managers, trustees or other key internal or external stakeholders.
		<b>3.2</b>	Describe the components of a case for change	A case for change consists of a number of sections which might, for example, include reasons why the change is considered necessary, options available with advantages/disadvantages, preferred option, resource/cost implications, achievability and summary. You could describe a practical example from the workplace to illustrate your ability in this area.
		<b>3.3</b>	Identify how a case for change supports the team's objectives	Here you are asked to list how a case for change could assist a team in achieving their objectives. Using a practical example, linking a case for change with one or more of your team's objectives might be a helpful way to present your answer.
		<b>3.4</b>	Describe how to monitor and review the effect of the change	For this last section, you are asked to describe how to monitor and review the change. This could include how you might collect data and information to measure and analyse progress. It could also include the use of qualitative feedback like customer or employee comments. Again a practical example from the workplace would help to illustrate your understanding and ability to link cause and effect.

## ADDITIONAL INFORMATION ABOUT THIS UNIT

### Unit Aims

This unit is about identifying, meeting and supporting stakeholder requirements.