Stakeholders are the people or groups with an interest in the success or failure of an organisation. Some work inside the business and some outside, and all are likely to have slightly different objectives.

1. Complete the diagram below, listing all of the stakeholders that a business might have.

Business

2. Different stakeholders will have slightly different objectives. At times, these objectives will conflict with each other. Write down three pairs of stakeholders and explain how the objectives conflict between them.

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| **Stakeholder 1** |  | **Stakeholder 2** |  |
| Explain how the objectives between the stakeholders are in conflict with each other. |
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| **Stakeholder 1** |  | **Stakeholder 2** |  |
| Explain how the objectives between the stakeholders are in conflict with each other. |
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| **Stakeholder 1** |  | **Stakeholder 2** |  |
| Explain how the objectives between the stakeholders are in conflict with each other. |
|  |

3. Using the case study of your school, list four of the stakeholders and write down the objectives that each person or group might have.