

Wanda wonders about the importance of including people in the planning process.



Environmental Messenger

Take Time to Plan



CONSIDER ALL STAKEHOLDERS

EVER THOUGHT OF THE IMPORTANCE OF CONSIDERING EVERYONE'S OPINION IN DEVELOPING A PLAN? WE DO THIS ALL THE TIME WITHOUT EVEN THINKING ABOUT IT. FOR EXAMPLE: THINK ABOUT FINDING A PLACE TO EAT WITH A BUNCH OF PEOPLE.

What are their needs?
Is someone allergic to a certain type of food?

Does everyone like Chinese food or Mexican food?

What type of environment would they like – fast food or white tablecloth?

How much are they willing to spend on the meal?

Where is there a restaurant that meets everyone's requirements?

How far are they willing to travel?

what
when
how
who
where
why



Questions

- Who are your stakeholders?
- How do you consider their points of view?
- Are your stakeholders different for different plans?
- What have you planned that considered all your stakeholders?
- How did the plan change because of another point of view?

You need to talk to a lot of people to find out what their likes are . . .

Talking to other people is an important part of planning.

When planning, it is important to consider all the stakeholders. Stakeholders are those people who have an interest in what is being planned.

Planning or designing for the environment means involving people up front in the planning process. The number of stakeholders involved will depend on the complexity of the issue.

Remember it is easier and less expensive to plan for something than to retrofit your operations when you realize you have not considered an important point of view.



Good plans shape good decisions.
Making good decisions comes from listening and caring about those with an interest in your plan.

If you don't know where you are going, you might wind up someplace else.

Yogi Berra



commit ■ create ■ participate

www.walkerind.com

© Walker Industries Holdings Limited, 2005