

Category Management Toolkit

Stakeholder Management Interview Plan

Stakeholder Management Interview Plan Summary

2

What is the Stakeholder Management Interview Plan?

The Stakeholder Management Interview Plan is to be used in conjunction with the Stakeholder Management guide and provides guidance, structure and a supporting checklist when undertaking key stakeholder / data gathering meetings.

It is not intended to provide a definitive list of topics to cover and questions to pose, but will ensure that the core issues are addressed and a consistent approach is taken. The objectives of the meeting will include:

- To introduce the Project Team, their roles and responsibilities
- To explain Category Management and how it relates to the category / supplier
- To understand what the interviewee believes are the key issues and opportunities in relation to the category / supplier
- To discuss what the interviewee feels success looks like for the category
- To agree Category Management governance/reporting and the level of involvement of the Interviewee

It may also be necessary to gather relevant data for subsequent analysis in terms of spend, volumes, specifications, future business requirements etc. but it may be decided to address this at a follow-up meeting, or to take guidance from the Interviewee on the most appropriate sources for this data

Where does it fit in with Category Management?

- Team mobilisation and engagement
- Initial Stakeholder Engagements
- Data Gathering

What is included in this guide?

- Stakeholder Management Interview Plan
- Key Questions

Which processes does the tool apply to?

- Demand Management, SRM and Strategic Sourcing

Which other tools link to this guide?

- Communications Plan
- Stakeholder Management Plan

Stakeholder Management Interview Plan

Stakeholder Management Interview Plan

Name		Date	
Position		Dept	
Interviewer			

Objectives		
<ul style="list-style-type: none"> To introduce the Project team, their roles and responsibilities To explain Category Management and how it relates to the category / supplier To understand what the Interviewee believes are the key issues and opportunities in relation to the category / supplier To discuss what the Interviewee feels success looks like for the category / suppliers To agree Category Management governance/reporting and the level of involvement of the Interviewee 		
Section	Rationale	Resources
Introductions	To give interviewee confidence in the team	Briefing pack, CVs
Category Management background	To bring interviewee up to speed with rationale, process and expectations	Briefing pack, Project Charter
Questions	To draw out and engage interviewee by acknowledging views	Questions list
Governance	To agree how to interact with the interviewee on an ongoing basis	Briefing pack, Communications options

Key questions

Openers (if not met before)

- Could you describe your current role and responsibilities? (duties/authorities/key interactions)
- What involvement do you currently have with category / supplier? (contacts/departments/meetings)

Current business

- What requirements do you currently have for the category / supplier?
- What do you see as the real strengths of the category / supplier? (Quality/Costs/Logistics/Development/Management)
- What areas do you feel could be improved? ((Quality/Costs/Logistics/Development/Management)
- What is the potential impact on policy and capability that the category / supplier could have?

Future business

- How do you see the organisation managing and utilising the category / supplier in the future? (volume/value/technology)
- What do you see as the critical issues with the category / supplier in the future? (capability/capacity/market, competitor activity)
- If these issues were addressed what opportunities could this lead to for the category / supplier?
- What are your core capability requirements going forward that may impact the use / demand for the category / supplier?
- Do your future requirements represent an upturn / downturn / change of use in the value / volume of the category / supplier?

Internal capability

- Are there any areas where you feel that the organisation needs to change to manage the category / supplier more effectively?
- How can the use of the category / supplier be better deployed to increase or raise the organisation efficiency / effectiveness?
- What level and type of investment would need to be made to deliver these requirements?

Relationships

- Are there any particular relationship sensitivities that you feel we need to be aware of in the way we manage the category / supplier or the market?

Strategy/governance

- What do you see as the main blockers to us developing and agreeing a pan organisation strategic approach?
- How do you think we can get round these?
(communication/involvement/negotiation/policy)
- Who do you think should be involved and to what level?
- (Responsible/Approval/Communicate/Involve)
- What role do other government departments play and how should we engage them?
- What would you consider as success from the introduction of Category Management?
- (Performance/Relationships/Capabilities)
- What do you think is reasonable to expect in year one?
- What would you like to achieve personally from your involvement with Category Management?
- How would you prefer us to communicate with you on an ongoing basis?
- (briefing notes/meetings/workshops)



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