

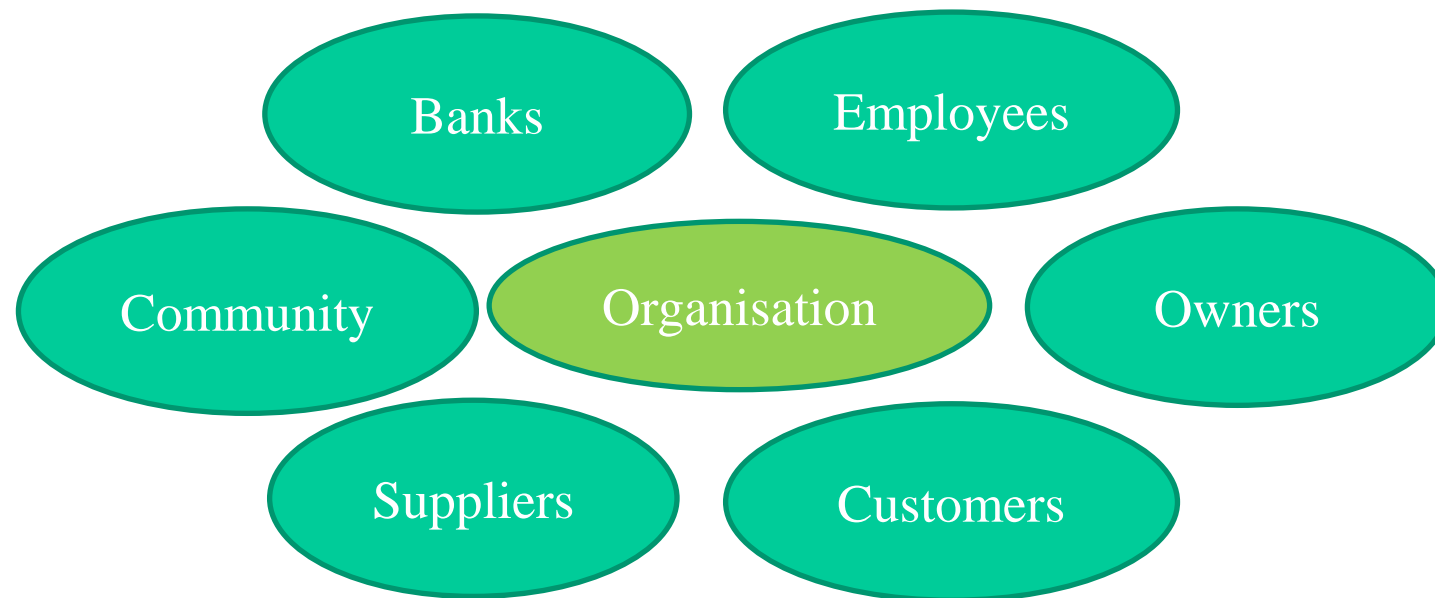
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# Stakeholders

# Tutorial exercise - Stakeholders

Definition: a stakeholder is any individual or group of individuals that has a legitimate interest in an organisation because they are affected by the organisation's actions.

## Some typical stakeholders



# Tutorial case -Harley Davidson - LiveWire



# Tutorial case: Harley Davidson

- Who are Harley Davidsons Stakeholders ?
- What influence do they have on Harley Davidson?
- How can Harley Davidson influence their stakeholders?
- Do you feel Harley Davidson have a good approach to managing Stakeholders expectations?
- If not, what would you suggest?