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| **SBL34** | **Develop plans to build and maintain stakeholder relationships for a business** |

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| **Kaupae |** Level | 3 |
| **Whiwhinga |** Credit | 10 |
| **Whāinga |** Purpose | This skill standard is intended for those who are intending to start a small business or have a business idea.  This skill standard will provide learners with the knowledge and skills to develop plans to build and maintain stakeholder relationships for a business.  This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) [Ref: 2454], other business programmes, or as standalone credential. |

**Hua o te ako me Paearu aromatawai |** Learning outcomes and assessment criteria

| **Hua o te ako |** Learning outcomes | **Paearu aromatawai |** Assessment criteria |
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| 1. Identify key stakeholders and their roles in a business context. | 1. Identify key stakeholders in terms of their roles relevant to a business. |
| 1. Outline stakeholder importance in the context of a business. |
| 2. Develop a plan for building stakeholder relationships for a business. | 1. Identify approaches to build relationships with relevant stakeholders. |
| 1. Develop a plan to build stakeholder relationships. |
| 3. Develop a plan for maintaining stakeholder relationships for a business. | 1. Identify approaches to maintain relationships with relevant stakeholders. |
| 1. Develop a plan to maintain stakeholder relationships. |

**Pārongo aromatawai me te taumata paearu |** Assessment information and grade criteria

*Assessment specifications:*

Assessment must be conducted in real business context(s) and/or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

Assessment materials should allow for learner, regional, cultural, or community contexts.    
For example, a learner may wish to be assessed in a context that includes te ao Māori perspectives such as mātauranga, and tikanga specific to them.

The task or activity may relate to Te Tiriti o Waitangi. For guidance on Te Tiriti o Waitangi, please see [programme guidance documents](https://ringahora.nz/qualifications-and-assurance/programme-endorsement/programme-guidance-documents-for-providers-developing-programmes/).

*Definitions*

*Assessment materials* refer to the assessment activities, judgement statements, learner evidence, model answers, and any other material that supports assessment to this standard.

***Ngā momo whiwhinga |*** *Grades available*

Achieved

**Ihirangi waitohu |** Indicative content

Types of stakeholders

* Internal stakeholders
* staff
* shareholders
* contractors
* directors
* management
* local community
* local Iwi.
* External stakeholders
* customers
* suppliers
* shareholders
* banks
* lawyers
* accountants
* contractors
* local community
* local marae and iwi.

Plan for building relationships

* set clear expectations
* trust
* collaboration and co-design
* transparent and open communication
  + communication skills
  + communication platforms
  + stakeholder matrix
  + stakeholder engagement planning
* culturally safe engagement methods
  + whakawhanaungatanga
  + talanoa
  + kanohi ki te kanohi.

Plan for maintaining relationships

* communication skills
* communication platforms
* regular check in
* celebrate milestones
* acknowledge contributions
* consistency.

**Rauemi |** Resources

<type here>

**Pārongo Whakaū Kounga |** Quality assurance information

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| **Ngā rōpū whakatau-paerewa |** Standard Setting Body | Ringa Hora Workforce Development Council |
| **Whakaritenga Rārangi Paetae Aromatawai |** DASS classification | Business > Business Operations and Development > Small Business |
| **Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga |** CMR | 0112 |

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| **Hātepe |** Process | **Putanga |** Version | **Rā whakaputa |** ReviewDate | **Rā whakamutunga mō te aromatawai |** Last date for assessment |
| **Rēhitatanga |** Registration | 1 | 31 December 2030 | N/A |
| **Kōrero whakakapinga |** Replacement information | <type here> | | |
| **Rā arotake |** Planned review date | 31 December 2030 | | |

Please contact Ringa Hora Workforce Development Council at [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) to suggest changes to the content of this skill standard.