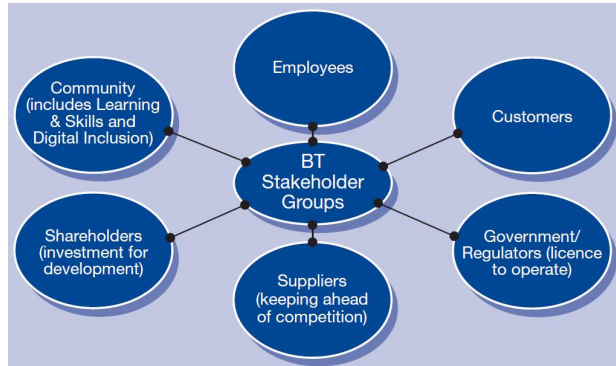


## Teacher guide

### Internal stakeholders - BT

#### Where does the lesson fit?

This session would serve as an introduction to stakeholders and could be followed by the External Stakeholders session.



#### Suggested resources & activities related to internal stakeholders and BT

- Full BT case study
- Internal stakeholders PowerPoint
- External stakeholders lesson resources
- BT crossword
- BT word search

#### Suggested timings for the session

5 mins	Starter e.g. BT word search
5 mins	Use the Internal Stakeholders PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
25 mins	Task . radio script
5 mins	What have you learned?

#### Answers to questions

1. What is a stakeholder?

An individual or group that has an interest in the decisions of a business. They may affect or be affected by the business.

2. List BT's two main internal stakeholders.

- Employees
- Shareholders



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

3. Explain why it is important for firms like BT to maintain good relationships with its stakeholders.

As stakeholders can affect a business in a number of ways, it remains in the best interests of businesses to maintain good relationships with them. For example, sales and profits can be improved if businesses keep their customers happy; a more motivated and productive workforce can result if businesses look after their employees etc.

4. Evaluate whether shareholders are more important stakeholders than employees.

On the one hand:

- Shareholders provide the capital needed to fund a business. Therefore, without the shareholders, the business would not exist.
- When shareholders invest in a business, in effect, the business then owes those shareholders. It can therefore be argued that it should do what it can to safeguard their investment
- Shareholders can have an ongoing impact on businesses when they decide whether to buy or sell shares, thereby having an effect on share prices.

However:

- The business would not exist without other stakeholders. For instance, if there were no employees then the work would not get done.
- Other stakeholders can have a huge influence on a business. Bad publicity, for example, can have an impact on a firm's ability to generate sales, attract workers and encourage investment.

### **What have you learned?**

Quick quiz:

1. What are internal stakeholders?  
Individuals or groups inside an organisation that have an interest in its decisions, such as employees and shareholders.
2. Which of these statements is true?
  - a. A stakeholder is one type of shareholder
  - b. A shareholder is one type of stakeholder ✓
3. What is the name given to the shares of the profits that are paid to shareholders?  
Dividends
4. Which stakeholder group is often considered to be a firm's most important asset?  
Employees