

## Teacher guide

### Stakeholders – Kellogg’s

#### Where does the lesson fit?

This session could follow a general introduction to stakeholders to allow students to see in more detail the relationships between firms and their internal and external stakeholders and the link between stakeholder engagement and business ethics/CSR.



#### Suggested resources & activities related to external stakeholders and Kellogg’s

- Full Kellogg’s case study
- MP3 of Kellogg’s case study
- Stakeholders PowerPoint
- Kellogg’s crossword
- Kellogg’s word search

#### Suggested timings for the session

10 mins	Starter e.g. Kellogg’s cross word
5 mins	Use the stakeholders PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
20 mins	Task – poster
5 mins	What have you learned?

#### Answers to questions

1. What is a stakeholder?  
A stakeholder is an individual or group with an interest in the decisions of a business. Stakeholders can affect, or be affected, by an organisation.
2. Give examples of some of Kellogg’s external stakeholders.  
Kellogg’s external stakeholders include:
  - Customers
  - Communities in which it operates
  - Suppliers



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

3. Explain why it is important for firms like Kellogg's 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 a firm looks after its employees.

4. Analyse why providing information about Kellogg's ethical behaviour is important for the future of the firm.

Providing information about ethical behaviour is important because:

- Without customers businesses cannot exist
- Customers have concerns over the behaviour of organisations and may base their purchasing decisions on these
- It enables all stakeholders to understand the values that are important to the company – these values will then influence all future decisions
- It helps to ensure suppliers understand what Kellogg's requires/expects from them to help with the smooth running of the supply chain
- It demonstrates Kellogg's key sustainability messages, enhancing the company's positive reputation for doing good for the environment and for the wider community.

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

Expected learning is likely to include:

- Definition of stakeholders
- Examples of key internal and external stakeholders
- The importance of engaging with stakeholders
- Examples of how businesses can support their stakeholders
- Stakeholder conflict
- CSR and ethical behaviour