

Secondary stakeholders

Benefit authorities
GGZ

Primary stakeholders

Social Impact Board
Shareholder
Employees
Customers
Management

Social or commercial
involved relations

UWV/
jobcoaches

Facilitating
companies of
social
enterpeneurship

People with autism

Freelancers

Research
institutions

Influentials

Media

Government

IT
communities

Peer
organisations

Autism interest
organisations

Degree of importance

Degree of influence

	Low	Medium	High	Very High
Very high		IT communities Government	Employees Customers	Social Impact Board Shareholders Management
High			Social or commercial involved relations	
Medium	Peer organisations	Media	UWV/ jobcoaches Freelancers	People with autism
Low		Autism interest groups	Benefit authorities	

1

2

3

4

In the stakeholder analysis above, the parties have been categorised on the basis of importance and influence. The stakeholders are represented in a table which is categorised according to the degree of influence and importance of the stakeholders. The classification is determined by the categories: influencer (1), key figure (2), observer (3) and stakeholder (4). The classification of the stakeholders determines the manner of interaction and communication.

Stakeholder dialogue

1. Influencer: high influence, moderate importance: communicating when events happen. Warm relationship is important, but contact is not regular.
2. Key figure: high influence, high importance: communication based on intensive mutual cooperation. Daily or weekly contact.
3. Spectator: little influence, little importance: communication only when we can do something for each other.
4. Stakeholder: communication based on mutual information. Practical contact often on a weekly basis regarding daily affairs. Little or no contact on strategic matters.