

STAKEHOLDER JOURNEY MAP

A stakeholder journey map is a tool to visualize and understand how different stakeholders interact with your offering, enabling you to enhance their experience and address any issues they may encounter along the way

	Customer	Employee	Investor	Supplier
PHASES	<p>Discovery Phase</p> <p>Customers explore product offerings, seeking information to understand features and benefits before making a purchase decision</p> <p>Engagement Stage</p> <p>After the purchase, customers actively engage with the product, providing feedback and forming a lasting connection with the brand</p>	<p>Onboarding Phase</p> <p>New employees undergo onboarding, where they learn about the company culture, policies, and their roles within the organization</p> <p>Growth Stage</p> <p>As employees gain experience, they enter the growth stage, actively contributing to projects, advancing their careers</p>	<p>Research Phase</p> <p>Investors conduct thorough research on the company's financial health, market position, and growth potential before making investment decisions</p> <p>Monitoring Stage</p> <p>Prior to investing, thorough research is conducted by investors on the company's financial health, market position, and growth potential</p>	<p>Onboarding Phase</p> <p>Suppliers align with the company, establishing communication channels and grasping procurement processes to fulfill product and service delivery needs</p> <p>Performance Stage</p> <p>Thriving suppliers achieve performance, meeting quality standards, timelines, fostering mutually beneficial long-term relationships consistently</p>
RISKS	<p>Economic downturn may reduce purchasing power. Unfavorable user experience could lead to negative reviews, impacting brand reputation</p>	<p>Job insecurity during economic downturns. Lack of professional development opportunities may lead to disengagement and turnover</p>	<p>Regulatory changes may affect investment strategies. Failure to diversify investments increases exposure to market risks</p>	<p>Supply chain disruptions may impact product delivery. Dependence on a single supplier may result in vulnerability to market fluctuations</p>
OPPORTUNITIES	<p>01.</p> <p>Implementing loyalty programs to retain customers. Leveraging customer feedback for product improvement enhances satisfaction and loyalty</p> <p>02.</p> <p>Expanding product range to meet diverse needs. Utilizing social media for positive brand engagement and customer relationship building</p>	<p>01.</p> <p>Offering training programs for skill enhancement. Recognizing and rewarding employee contributions enhances motivation</p> <p>02.</p> <p>Enhancing work-life balance through flexible arrangements and nurturing open communication for a collaborative and positive workplace atmosphere</p>	<p>01.</p> <p>Regularly updating investors on company performance. Diversifying investment portfolios to mitigate risks and maximize returns</p> <p>02.</p> <p>Utilizing technology for instant market analysis, while forming key alliances and acquisitions to strengthen market standing and shareholder value</p>	<p>01.</p> <p>Implementing robust supply chain management systems. Collaborating with suppliers for innovative product development and cost-effective solutions</p> <p>02.</p> <p>Expand suppliers for risk mitigation, create transparent communication, and foster partnerships for shared growth and success</p>