

New Innovative Approach to Stakeholder Management



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BACKGROUND

The South African National Blood Service (SANBS) Benoni branch recently held a pilot study with a new innovative approach to stakeholder management.

- Traditional controller function
- Individually stakeholder meetings
- Five organisations that had repeat blood drives in 2017 and 2018 participated in the study



Why is this Important?

- Sustainable Partnerships
- Stakeholder Management
- Increase Commitment



Method

A new approach to stakeholder management was introduced. Individual stakeholder meetings and planning sessions were held with the five organizations identified. The Donor Relations Practitioner (DRP) setup individual business meetings with the each of the above organizations at the beginning of the year.

- Maximum of 3 representative from each organization was invited.

The aim was to get key decision makers involved

- Controller
- Senior Management
- Chairperson / Club President
- Director or CEO
- The meeting was setup at a local venue and the controllers was given the option to choose the most suitable time and date.



Discussion

The following fundamentals made up the agenda:

- Journey of blood
- Patient demand / Target
- Current performance of the Branch
- Current performance of the Blood Drives
- Controller Challenges
- Opportunities / referrals
- Confirmation of Blood Drive and Promotions for the year ahead.



Comparison

Traditional Controller functions vs individual stakeholder meetings.

Traditional Controller functions :

- Limited networking time
- Did not allow for sharing of ideas and opportunities
- Very limited to the controllers only

Individual stakeholder meetings:

- more comprehensive meetings
- Allowed for controllers to share ideas and opportunities
- Secure commitment and increase blood drive partnerships
- The decision makers could give input and approve all planned initiatives
- Yearly blood drive dates and partnerships could be concluded.



Results

| | 2017 units Collected | Total | 2018 Units Collected | Total | Total increase in units | % Increase |
|----------------|----------------------------|-------|----------------------------|-------|-------------------------------|---------------|
| Organisation 1 | 226 | | 630 | | 404 | 178% |
| Organisation 2 | 311 | | 403 | | 92 | 29% |
| Organisation 3 | 102 | | 198 | | 96 | 94% |
| Organisation 4 | 284 | | 350 | | 66 | 23% |
| Organisation 5 | 148 | | 192 | | 44 | 29% |
| Total | 1071 | | 1773 | | 702 | 65% |



Conclusion

The implementation of the stakeholder management approach enhanced commitment and stakeholder engagement with Controllers, allowing SANBS to hold more blood drives. The positive impact of this approach was seen in the increased collections achieved at the participating blood drives of the Benoni branch of the SANBS.

A further positive spinoff of the increased engagement, for the Benoni branch, was the securing of two additional promotional blood drives and one CSI partnership initiative.



Thank you