



Stakeholder Perception Mapping For PCTs

Stakeholders can be your biggest advocates or your harshest critics

Understanding the opinions of the people that work and come into contact with your organisation is the first step towards overcoming any perceived shortcomings and to knowing where your strengths lie. Pragma Consulting has been working with the communications team at a major PCT to advise on how the organisation needs to improve in the eyes of its stakeholders.

Case Study

In the summer of 2009 Pragma Consulting Ltd was enlisted by a southern based Primary Care Trust (PCT) to help them to understand what their stakeholders thought of them and the issues which they believed could influence the scores that the PCT receive in their World Class Commissioning assessment – a process by which a PCT's progress is measured.

Pragma completed an enlightening research study which provided feedback from the diversity of the PCT's stakeholders - from faith groups to local MPs.

Not only did Pragma deliver 360 degree feedback but we were also able to help prioritise the areas for improvement and work with the PCT to plan how this could be done.

We identified several areas which were jeopardising the PCT's reputation and which, if left unresolved, could negatively impact healthcare provision in the local area.

The study also identified groups of stakeholders who had poorer perceptions of the PCT and who had specific issues.

Through the sensitive collection of their views, Pragma were able to work with the PCT on tailoring communications and working practices for the different stakeholder groups.

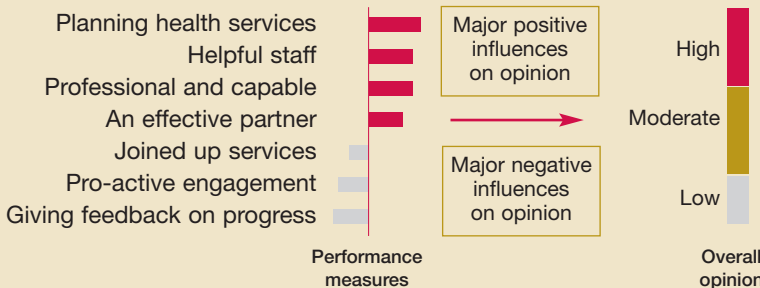
The benefits of Stakeholder Perception Mapping:

- ✓ Understand stakeholder perceptions of the PCT and know the differences in opinions across the variety of stakeholder groups – **if certain stakeholders have negative views, your overall reputation is at risk**
- ✓ Take a fact-based approach to branding and communications issues – **effective communications need to be tailored and targeted to help change perceptions**
- ✓ Give stakeholders involvement in the PCT's decision-making process – **engaging with stakeholders in this way builds a stronger relationship**
- ✓ Identify the key issues for the PCT to address – **focus communications activities on the priorities**
- ✓ Provide a baseline to enable progress to be tracked in future years – **monitor your reputation over time**

An introduction to Pragma

- Our approach is to provide strategic insight based on detailed understanding of stakeholder perceptions
- We develop bespoke solutions to clients' needs, having 21 years' of research experience
- We bring best practice ideas from our cross sector industry knowledge

Major influences on overall opinion



"Pragma's insight helped us to address stakeholders' perceptions both through internal changes in the way that we work and externally through our communications with different stakeholders. We are now prioritising our actions according to the most important issues which Pragma highlighted".

Head of Stakeholder Relations

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