



Communicating with Stakeholders

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RACE:

**A Four-Step
Public
Relations
Process**



Research

Action Plan

Communication

Evaluation

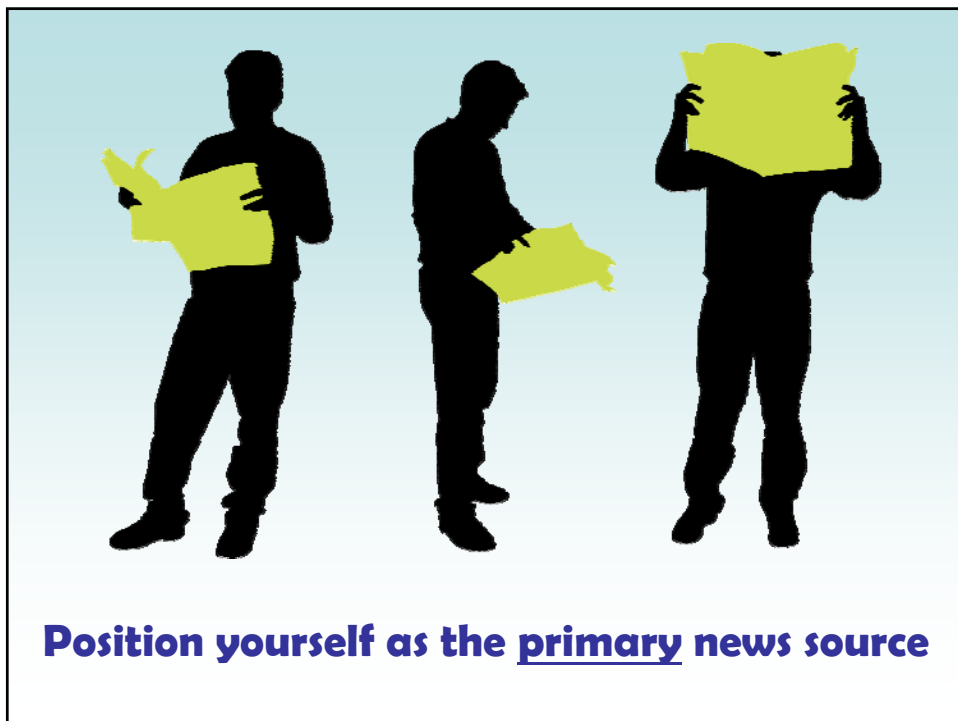
**Be Sure to
Identify
Your
Stakeholders**



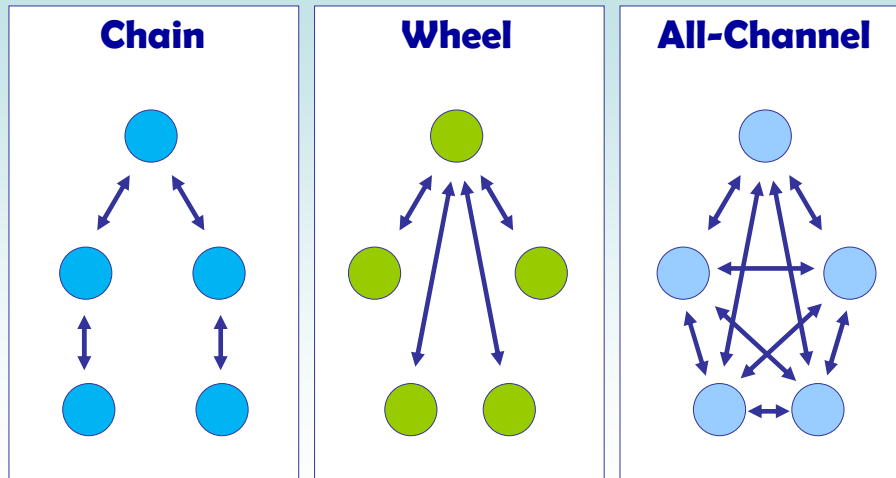
**What's In It
For Me?**

(WIIFM?)





Small Group Networks



Source: *Essentials of Organizational Behavior* by Stephen P. Robbins, 2003, p. 119

Small Group Network Effectiveness

Criteria	Networks		
	Chain	Wheel	All-Channel
Speed	Moderate	Fast	Fast
Accuracy	High	High	Moderate
Emergence of Leader	Moderate	High	None
Member Satisfaction	Moderate	Low	High

Source: *Essentials of Organizational Behavior* by Stephen P. Robbins, 2003, p. 120