

Managing Stakeholders' Expectations in Elections

Tbilisi, 25-27 February, 2014

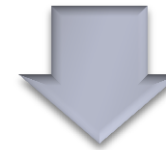
Shalva Tskhakaya

Managing Stakeholders' Expectations

1. Identify Stakeholders.



2. Plan Communication



3. Disseminate information



4. Seek Feedback



Judge Kriegler

Judge Johann Kriegler compared his own country's "messy" 1994 general election with that of Mexico's "technically perfect" poll in the same year:

“Whilst the apartheid ending vote was a success, Mexico’s election ended in months of rioting. In South Africa, the poor, incompetent elections were accepted because the people believed in it. The people believed in it because the electoral management body had the support of the political parties. We did the job together (with political parties) – that’s why it worked.”

Study your Stakeholders

- ▶ **Classify level of influence, within organization:**
 - ▶ Media owner,
 - ▶ Editor in-chief
 - ▶ individual journalist,
- ▶ **What needs to be communicated to the**
 - ▶ Secretary General,
 - ▶ Standard bearer
 - ▶ Appointed member/non-voting member to the election Commission

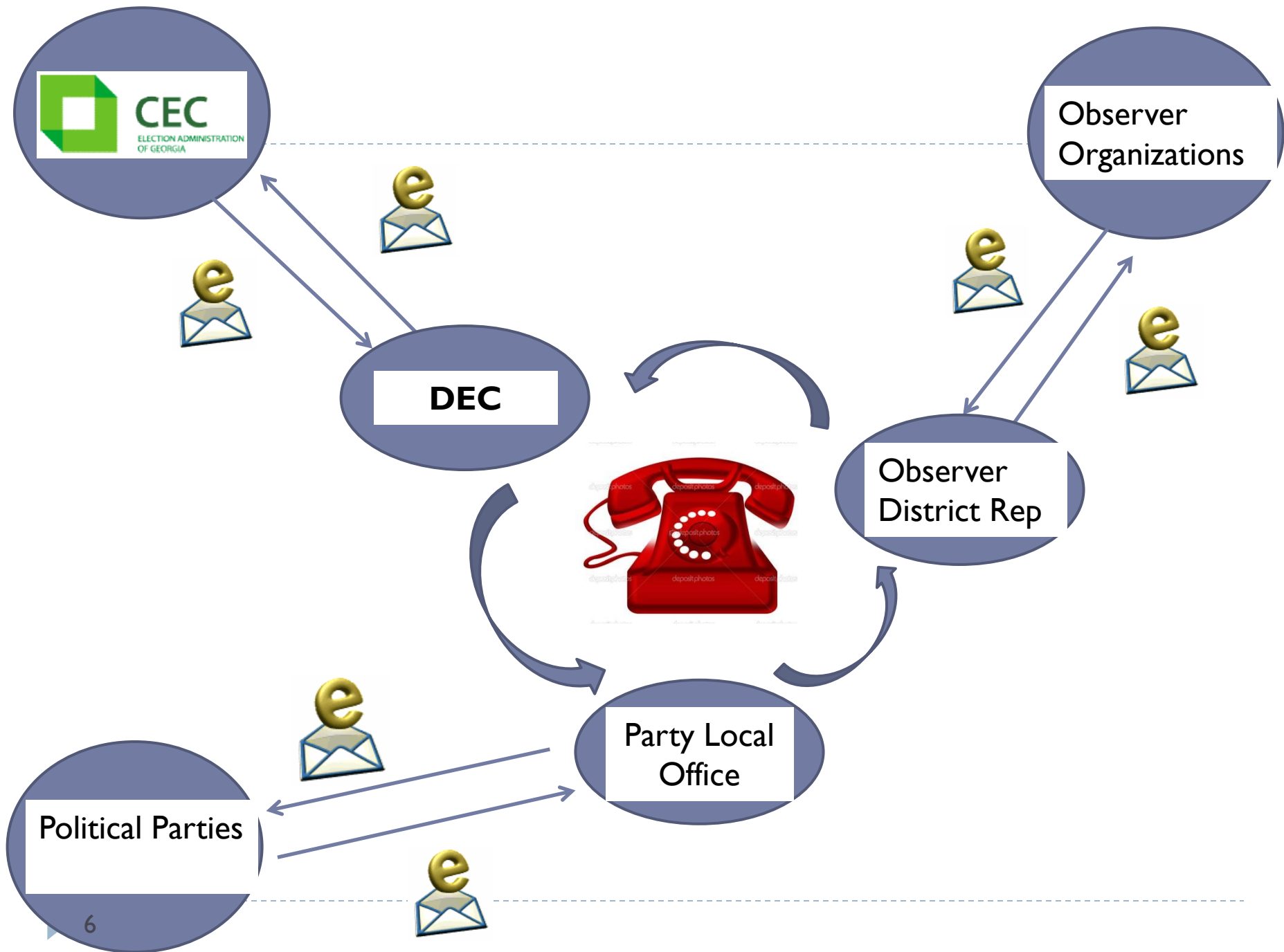
Study your staff members

An EMB cannot assume that its staff will be loyal and automatically share and work hard towards implementing the EMB's values:

- ▶ it needs to support and generate loyalty and professionalism.
- ▶ It needs to treat all employees with honesty and fairness;
- ▶ provide competitive salaries and conditions;
- ▶ recognize the need for career opportunities;
- ▶ acknowledge staff achievements;
- ▶ foster a culture of cooperation, teamwork and trust;

Election Management Design

International IDEA



Choose communication method individually

- ▶ Each stakeholder will have its preferred method of communication.
- ▶ Relying on our assumption about the communication method is a mistake. Ask about it.
- ▶ By using the most effective and preferred method of communication, you demonstrate the respect and listening skills to your stakeholders.
- ▶ Some will like big formal meetings, some will like cup of coffee, some will like a business lunch and some will like a heavy feast with lots of toasts and drinking.

Make stakeholders feel important

- ▶ Ask questions
- ▶ Listen to answers

Map expectations

- ▶ Do not assume, Ask about it
- ▶ Find out what they expect
- ▶ If the expectations conflict try to manage them

Identify advocates and road blockers

- ▶ Plan the appropriate communication strategy for each

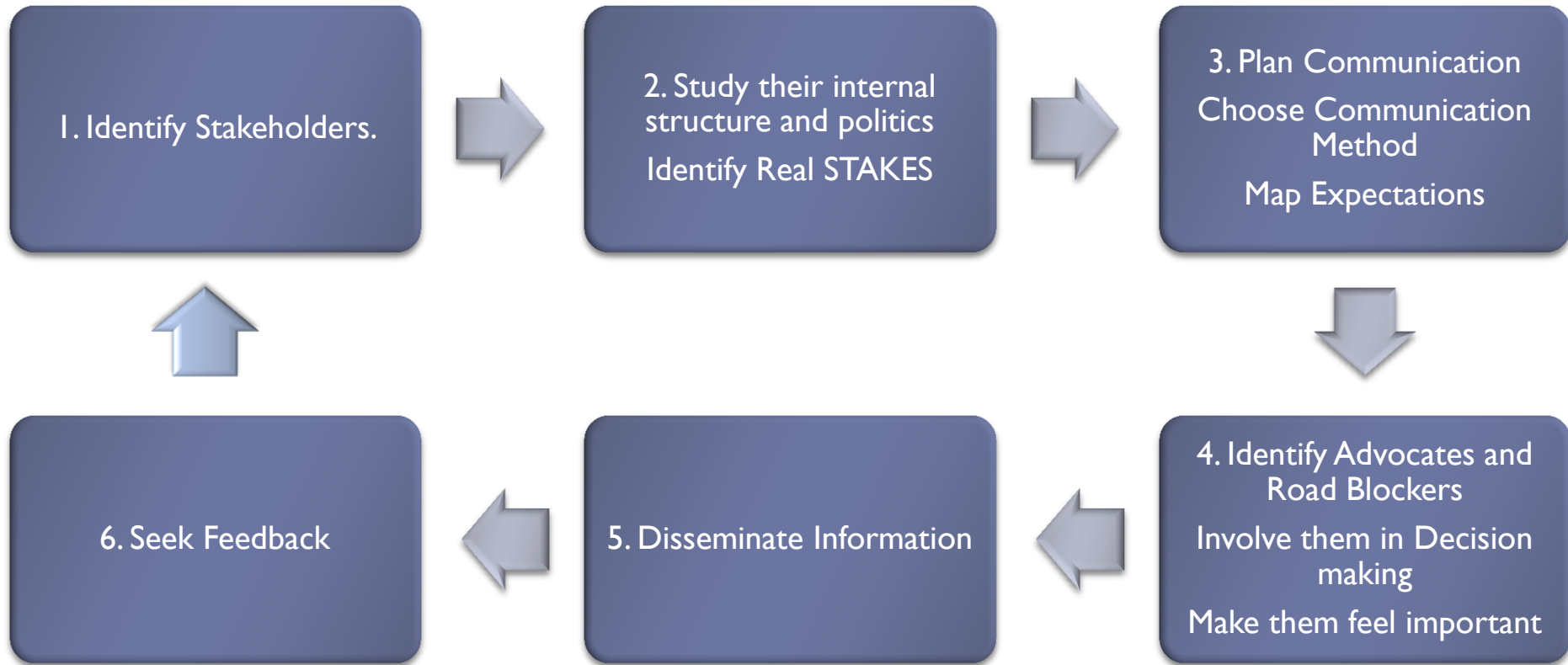
Engage stakeholders in Decision making

- ▶ Even if you already made up your mind, present it the way they can feel being involved.

Seek Feedback

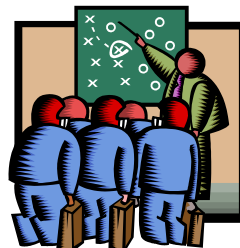
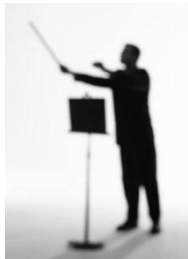
- ▶ Lessons learnt
- ▶ Correct mistakes
- ▶ Make them feel important again

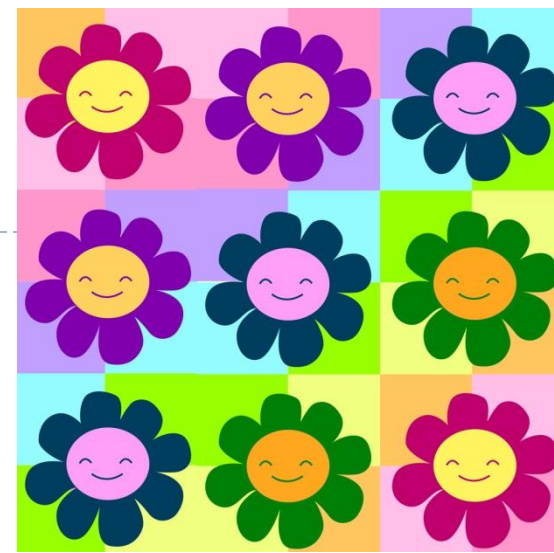
Managing **Elections** Stakeholders' Expectations



Necessary set of skills

- ▶ Interpersonal skills
- ▶ Communication Skills
- ▶ Management skills





▶ Thank You
And

▶ Wish You Happy Stakeholders!

