

41073 Develop plans to build and maintain stakeholder relationships for a business

Kaupae Level	3
Whiwhinga Credit	10
Whāinga Purpose	<p>This skill standard is intended for people who are intending to start a small business or have a business idea.</p> <p>This skill standard will provide learners with the knowledge and skills to identify key stakeholders and develop plans to build and maintain stakeholder relationships for a business.</p> <p>This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) [Ref: 2454], or in other credentials.</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Identify key stakeholders and their roles in a business context.	a. Identify key stakeholders in terms of their roles relevant to a business.
	b. Outline stakeholder importance in the context of a business.
2. Develop a plan for building stakeholder relationships for a business.	a. Identify approaches to build relationships with relevant stakeholders.
	b. Develop a plan to build stakeholder relationships.
3. Develop a plan for maintaining stakeholder relationships for a business.	a. Identify approaches to maintain relationships with relevant stakeholders.
	b. Develop a plan to maintain stakeholder relationships.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

Assessment must be conducted in real business context(s) and/or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

Assessment materials should allow for learner, regional, cultural, or community contexts. For example, a learner may wish to be assessed in a context that includes te ao Māori perspectives such as mātauranga, and tikanga specific to them. Assessment materials refer to the assessment activities, judgement statements, learner evidence, model answers, and any other material that supports assessment to this standard.

The task or activity may relate to Te Tiriti o Waitangi. For guidance on Te Tiriti o Waitangi, please see [programme guidance documents](#).

Ngā **momo whiwhinga** | *Grades available*

Achieved.

Ihirangi waitohu | Indicative content

Types of stakeholders

- internal stakeholders such as staff, shareholders, and directors
- external stakeholders such as customers, suppliers, shareholders, suppliers, and the local community and iwi.

Plan for building relationships

- setting clear expectations
- building trust
- collaboration and co-design
- communication skills and platforms
- stakeholder matrices and engagement planning
- culturally appropriate engagement methods
 - whakawhanaungatanga
 - talanoa
 - kanohi ki te kanohi/face-to-face.

Plan for maintaining relationships

- maintaining and adapting communication skills and platforms
- regular check-ins appropriate to the type of relationship and stakeholder preferences
- celebration of milestones and acknowledging contributions
- importance of consistency and follow-through.

Rauemi | Resources

- Business.govt.nz – [Resource Library](#).
- MBIE (Ministry of Business, Innovation & Employment) – [Small business and manufacturing](#).
- Small Business New Zealand (SBNZ) – [Growing New Zealand Businesses Together | Small Business New Zealand](#).

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Services Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Business > Business Operations and Development > Small Business
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0112

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	26 February 2026	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

Please contact Services Industry Skills Board at qualifications@servicesisb.nz to suggest changes to the content of this skill standard.