**Developing strategic alliances**

Name

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Course

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Date

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A stakeholder is a person or group interested in a particular organization. These include colleagues from different business divisions and organizations from outside the company. Thus, establishing long-lasting and trustworthy relationships with these stakeholders is a crucial success factor for project administrators and leaders (Liu & Yin, 2020). Several stakeholders directly impact a corporation, whether one accepts it or not. In the interconnected business setting of the twenty-first century, organizations with leaders who can develop a close relationship with their stakeholders have a considerable competitive edge. Poor stakeholder relationships may result in not just the postponement or termination of a project but also long-term harm to a firm's image. Therefore, by improving connections with stakeholders, one may assist them in better comprehending the project, feel involved in the process, and eventually be more prepared to cope with its repercussions. Therefore, this paper discusses my field of work, significant stakeholders, techniques for fostering a stronger connection with them, and networking guidelines for different social platforms.

**Health Care Sector That I Work For**

I work in the medical services and facilities domain as an executive member. The healthcare industry segment comprises hospitals, residential and nursing centers, mobile healthcare services, specialists, and several other health experts. With that, the facilities in the segment offer outpatients and inpatients therapeutic, medical, and laboratory services. More specifically, the various types of hospitals involve specialty centers, blood and tissue banks, primary surgical and medical institutions, drug addiction and mental institutions, and sleep disorder centers. The housing and nursing center comprises elder community care clinics and private developmental and psychological health handicap institutions. They offer supervision, nursing care, and other forms of necessary care.

  Ambulatory medical care involves outpatient facilities, ambulant solutions, clinical, and medical labs. Patients get both secondary and primary assistance from these centers. Lastly, the healthcare specialists and medical practitioners subarea consist of optometrists, surgeons, nutritionists, and other medical specialists. Therefore, collaboration and teamwork are crucial to offering excellent and efficient care delivery and a safe working atmosphere in the medical services and facilities department since there are many professionals involved(Norris et al., 2017).

**External and Internal Stakeholders**

A stakeholder desires the growth or failure of a firm because it will affect them, either directly or indirectly. That might initially take the form of institutional stakeholders or those within the firm's management. And finally, external stakeholders, or people who are neither firm employees nor company owners. Therefore, employees, investors, shareholders, and managers make internal stakeholders. They are any members of the organization.

On the other hand, external stakeholders include vendors, governments, consumers, labor unions, and bankers. These are individuals and organizations external to the company. Therefore, in my case, the internal stakeholders in this sector consist of administrators, nurses, committee members, physicians, public health experts, and psychologists. On the contrary, external stakeholders in the medical services and facilities segment include a larger public health workforce, regional authority or committee, clients, patients, vendors, news outlets, service users, backers, quality auditors, and drug makers.

**Developing Relationships with External and Internal Stakeholders**

Cultivating relationships increases confidence. And when there is trust, collaboration is easier and more productive. Engaging in developing stakeholder relations may enhance credibility in the project environment, reduce uncertainty, and improve problem-solving. Therefore, the strategies involve recognizing the stakeholders, participating in a one-one discussion, speaking with sincerity and clarity, identifying the stakeholders with high degrees of impact and power, trying to appreciate their reality, and consistently showing your ability. Also, it is necessary to involve all stakeholders to ensure that all essential requirements and ideas are met. Recognizing the medical services and facilities' stakeholders' involves finding out all those interested in this area. Therefore, stakeholders with considerable influence and authority influence the course of the decisions made, which implies that having a good connection with them may favorably affect the industry.

Engaging in direct discussion creates trust and pushes away fear between stakeholders, resulting in a successful partnership. On the other end, trying to comprehend the stakeholders' reality includes their worries and aspirations, how they would like to be informed, and their choices on frequent phone calls. Lastly, transparency and openness in communication may develop trust between you and the stakeholder (Carr-Chellman, 2022). Stakeholders always need more details in a project, meaning they can quickly discover inconsistency. Consequently, an unclear message may lead to public wrath, loss of confidence, and a poor reputation.

Efficient communication with stakeholders in any initiative or commercial partnership is crucial since there has to be a flow of ideas between the parties. At different phases of the project, people will be participating, and any communication barriers may lead to wrong assumptions and judgments. Considerably, the business and stakeholders must recognize each other and appreciate each other's objectives. That helps to establish a connection where each side is glad to work with the other and gradually develops confidence in one other. Trust is built when each party has demonstrated to be dependable, dependable, and able to follow agreements.

Also, in a firm, everyone must feel they belong to an equal team and strive towards an identical objective. If management fails to convey their objectives to all employees, personnel or whole units may move in different paths and miss track of the company's overarching objectives. Internal stakeholders are more invested in the firm if they are kept abreast of the company's direction and significant goals and successes.

**Guidelines on Networking**

 When operating in the medical services and facilities segment, networking is essential. Therefore, networking can be attainable when a suitable venue is available. Online events can help internal stakeholders, such as doctors, to take part in online conferences where they can discuss with peers, listen to other experts, and discuss more on medical research advancements. Social media allows healthcare professionals to share information, engage with and educate patients, coworkers, and caregivers, discuss healthcare practices and policy matters, involve the public, and promote healthy behaviors (Chen & Wang, 2021). Also, external and internal stakeholders can have meetings and talk on sensitive matters impacting the medical services and facilities segment using videoconferencing applications such as Google Meet, Video chat, and Zoom.

Therefore, the parameters for networking consist of establishing your networking objectives, which include determining the most critical person to link with, how to locate them, and how many people one can link to in a meaningful way. A second guideline would be people using social platforms to provide the event planners with the necessary biographical information. By doing so, one places himself as a networking target. A further networking principle is participating and engaging in conversations, including group sessions and providing insights. Another networking principle is creating a small group where people can participate in private chats during virtual meetings and presentations. Individuals are permitted to share their post- and pre-event involvement on social media.

**Conclusion**

Communication must be efficient and open within a company. Also, forming relations and fostering these connections with all stakeholders is essential to establishing effective long-term commercial partnerships. Additionally, there are a variety of approaches that may be used to create and enhance connections with stakeholders. However, as stated before, excellent communication skills are essential since they facilitate mutual understanding and build trust. Lastly, having objectives when using social platforms ensures effective communication.

**References**

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