

Stakeholder Analysis for IOM Class Rules

Stakeholders

People or organisations which have an interest in, or are affected by, the IOM. A very similar list can be made of organisations and people interested in, or affected by, radio sailing in general, and these should also be included in a complete analysis since they may have some role to play in deciding IOM changes.

- International R/C racing yachts governing body IRSA
- International R/C racing yachts governing body IRSA Technical Committee
- International IOM Class Association (IOMICA)
- International IOM Class Association IOMICA Technical Committee
- National IOM Class Associations
- National IOM Class Associations Technical Committee/Secretary

- Potential owners of IOMs
- Potential private builders of IOMs
- Potential commercial builders of IOMs

- Existing front-of-fleet owners of IOMs
- Existing mid-fleet owners of IOMs
- Existing back-of-fleet owners of IOMs
- Existing private builders of IOMs
- Existing commercial builders of IOMs

- Clubs (venues) holding or hosting racing events for IOMs

- Measurers and registrars of IOMs

- Promoters/managers/administrators of racing events for IOMs
- Promoters/managers of individual IOM competitors
- Promoters/managers/administrators of national IOM teams

Stakeholder interests

Questions to ask about a stakeholder to understand their interests and how they might be affected by IOM changes.

- Do they have a financial interest?
- Do they have an emotional interest?
- Do they have a fiduciary duty?
- What motivates them?
- Do they have religious or political interests or motivations?

Stakeholder risk perception

Given the various interests of a stakeholder, what are the risks that may concern them? Note there is no discussion whether a risk is real or apparent. In a stakeholder analysis it is only necessary to determine stakeholder perception.

Financial (business) risk: make or lose money

Ownership risk: gain or lose value of current possessions and investments

Emotional risk: gain or lose status, reputation, esteem, credibility, honour

Fiduciary risk: promote (or fail to promote) interests of a specified party for which they have mandated or legal responsibility

Moral and ethical risks: ethically correct or right; socially acceptable or welcome; environmentally responsible; morally equitable; egalitarian

Legal risk: promote (or fail to promote) health & safety

Religious or political risk: promote (or fail to promote) interests of a specified party or group

Stakeholder power

A stakeholder analysis begins with an overview of the stakeholders, as above – who they are, what they think. Because the analysis is going to be concerned with the viability and success of any IOM change, it next must consider the power and influence of relevant stakeholders.

Do they have a vote? Do they exercise their vote? Is their vote constrained by regulation or convention, or by leverage and/or influence from advocates?

Do they contribute to voting? Do they exercise their ability to contribute to voting? Is their contribution by regulation or convention, or by leverage and/or influence through their advocacy?

Stakeholder situation

Now we begin the analysis of what can be done to bring stakeholders towards agreement or support.

Do they have accurate information?

Do they have informed understanding?

And now over to those who wish to bring about change.

Lester Gilbert
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