

**Prepare a briefing note for the CFO which:**

**Explains:**

**(i) How the BCO's mission and strategic objectives meet its key stakeholder needs.**

**(4 marks)**

The Bloom Conservation Organisation (BCO) is a not-for-profit charitable organisation set up to protect endangered wildlife around the world. It was founded 50 years ago by Dana Bloom, a wealthy entrepreneur with a passion for wildlife protection. She set up the BCO wildlife park in her home country of Geeland and, since it was founded, the wildlife park has provided intensive hands-on management of some of the world's most threatened animals.

The BCO employs teams of locally-based wildlife experts and volunteers to manage and protect some of the most endangered animals in the world. Much of the BCO's income comes from donations from the public and from corporate donors. The BCO also generates income from legacies, which are donations left when people die.

The BCO has a board of trustees which oversees the management of the charity, which is undertaken on a day-to-day basis by the management board. Dana Bloom, who is now over 80 years old, has very recently stepped down from her role as chairperson and a new chairperson, Rani Jeffels, has just been appointed.

**Exhibit 1: Extracts from the BCO's annual report highlighting the BCO's mission, vision, aim and objectives and its main activities in the latest financial year ending 30 April 20X1.**

**Our mission**

Protecting and conserving our wildlife for future generations. Our vision A safer, healthier world where people respect and support our wildlife.

**Our aim**

To support and increase the number of healthy and thriving wildlife communities across the world and encourage everyone to be more involved in the natural environment they live in.

**Our strategic objectives**

We have set out three clear strategic objectives for the next five years.

These are:

- Ensure that 100 threatened species are protected and returned to their natural habitat.
- Invest in 100 wildlife habitat projects across the world, through providing training and education for local staff, volunteers and communities.
- Ensure one million people are better connected with nature, through education and awareness of the natural world they live in.

**Solution:**Briefing Note:To: CFOBCO's mission and strategic objectives meet its key stakeholder needs

BCO's mission 'Protecting and conserving our wildlife for future generations', this meets the needs of their key stakeholders which is wildlife and the people. The protection of the wildlife is important to prevent their extinction and for the local community to live safely.

The strategic objective is to ensure that 100 threatened species are protected and returned to their natural habitat. This will meet the needs of the threatened species thus meeting the needs of the key stakeholders.

Second strategic objectives is to invest in 100 wildlife habitat projects across the world, through providing training and education for local staff, volunteers and communities. This objective is important to the employees who are volunteers for them to improve their knowledge and skills thus it also meet the needs of key stakeholders.

The last strategic objective is to ensure one million people are better connected with nature, through education and awareness of the natural world they live in. This will meet the needs of BCO key stakeholders as the people will understand better the natural environment and wildlife habitat thus helping in their preservation and continued support from the community.

### Mar/June 2021 (Q1 (a))

The executive board has become concerned at negative coverage about NCCP in the local press, as well as feedback from staff and volunteers expressing concern about the direction the charity is taking. It is therefore seeking advice from you as to the most appropriate way forward.

**Prepare a report for presentation to the board which:**

**(a) Assesses NCCP's internal and external stakeholders and recommends appropriate ways of managing them.**

(16 marks)

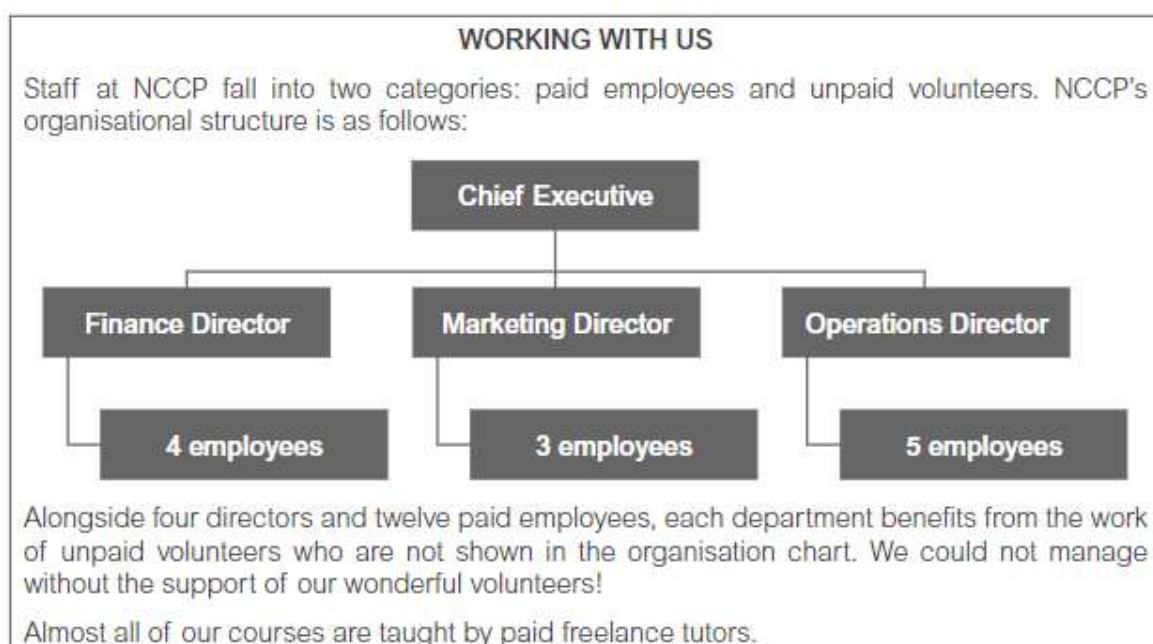
Professional skills marks are available for demonstrating *analysis* skills in carefully considering how different stakeholders can be most appropriately managed.

(4 marks)

North Ceeville Community Project (NCCP) is a charity which was established twenty years ago. Its mission is "to promote well-being and bring about positive personal and social change through education and increased community participation. As well as offering a place for local people to meet and socialise, NCCP offers four part-time courses: computers for beginners, website design, finding a job, and business skills

NCCP was made possible through a generous donation from Richard Tempest, a business entrepreneur who grew up in North Ceeville and retained close links to the community. Richard's initial donation was used to purchase a large building in North Ceeville and develop it for community education and social events. Richard established an executive board of four members comprising chief executive officer (CEO), finance director, marketing director and operations director. There is also a board of trustees to oversee NCCP, of which Richard was a member until he retired. Six months ago, in December 20X4, the board of trustees persuaded the existing CEO, Peter Chen, to retire.

Education has always been at the heart of NCCP's mission. All our courses are available at various times throughout the year. The cost to you of a course is lower thanks to council funding and the contribution of generous donors. This course is ideal if you want to develop your business skills. It is especially suitable if you are self-employed or looking to start your own business.



Solution:

Report

TO: BOD

From: Consultant

Date: XXXXXX

Subject: Internal & External Stakeholders & stakeholders management

This report assesses NCCP's internal & external stakeholders and provide recommendation on suitable methods of management.

Course Participants

The course participant has high interest on the course module as it will benefit them directly if the courses are relevant to them but has low power to influence the course since the course fee is free of charge. NCCP should manage the course participant by keep them informed of the course module as they would want to know what courses will be offered by NCCP.

Board of Trustees

BOT also has a high influence in NCCP as they oversees NCCP to ensure the organisation is working in a proper and orderly manner. Further, BOT has a high interest in NCCP affair as they oversee NCCP on whether they have achieved the mission or not. Thus, in order to manage the BOT it is essential the BOD ensure that they are able to meet the target set by BOT and to provide updates from time to time to BOT for them to assess the performance of NCCP.

Staff

Paid staff have a high interest in the company as the company is their source of income. The unpaid employee also has high interest in your co as they are the one help in managing the co. They also have high power as if they leave, the co may face trouble of running the day-to-day activity.

Thus, essential for NCCP to continue to provide the volunteers with updates on its activity so that NCCP can continue to gather their support. Meanwhile, for paid employee, we will need to ensure that there is career growth opportunity for them as NCCP is their source of income.