

# EXAMPLE 2.2

## The Three Pigs' Stakeholders

---

Each pig is working on his own project, so each may have different stakeholders. List who you think the stakeholders are for each pig:

---

**Speedy:**

---

**Goldy:**

---

**Demmy:**

---

**Answer:** At first glance, it seems that two of them don't have stakeholders. Both Speedy and Goldy have enough free materials that they don't need to ask anyone else for help. But when you're listing stakeholders, it's better to consider all possibilities and include potential stakeholders. It's likely that each of the pigs will need the other two when building his home—especially to lift the roof sections. So, each pig has the other two pigs as stakeholders.

Demmy is looking for bricks, so he'll have to interact with others. Clearly, his list of stakeholders should include "people with bricks."

Finally, BB Wolf is a stakeholder for all three. He's really the reason for all three projects. The measure of success will be taken when BB finds the pigs and gets his huff on. A successful building will withstand the blast and protect its owner. Notice how critical this stakeholder is? Ultimately, the wolf is the final judge of the project's success, and in planning their projects, the pigs will do well to think carefully about the wolf and how he operates.

---