

# COACH: Organizational structure & partners

**INDEED**  
Innovation for  
Dementia in the Danube Region

Project co-funded by the European Union  
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# Organizational structure & partners:

## Internal partners

**Internal partners** or **stakeholders** are often referred to as **employees** and **volunteers**.



### When you set up a project, consider which internal resources you require:

- Develop a list of the roles, responsibilities and skills of your current core team.
- Compare this list with the demands on time and set of skills needed to implement your project.
- Evaluate whether there are any job positions that need to be filled.
- Determine how to fill these positions (e.g. contract new employees, recruit volunteers, offer skill trainings,...).

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#### Employees:

- ... are a major expense factor in labour-intensive industries (e.g. in the health and social sector).
- Instead of contracting new & costly employees, you could organize trainings for existing staff members to provide them with the skills needed.
- Set incentives to retain well-trained staff members (e.g. by granting a fair compensation, by fostering teamwork), as a high employee turnover is very costly.

#### Volunteers:

- ... contribute their work and knowledge for free, so they help you to save money and resources.
- Volunteers have no contractual obligation to support your project, so you have to keep up their motivation (e.g. by offering trainings or by hosting volunteer appreciation events).

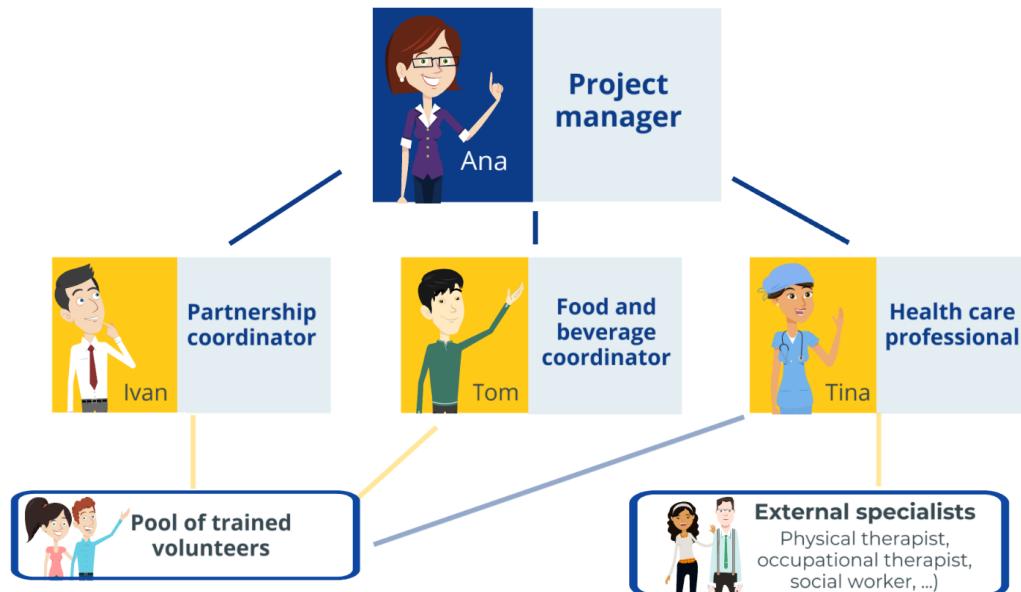
# Organizational structure & partners:

## Organizational structure & processes

The **organizational structure** is a system used to define a hierarchy in which an organization is divided into several task areas with specified units that are to process these tasks.

You can illustrate the organizational structure or – in other words – the roles needed for the implementation of your project in an **organizational chart**.

This chart illustrates the internal structure of your organization, including specific task areas as well as the reporting or relationship hierarchy and structure.



In order to maintain a good overview, it is helpful to draft a **job description** for each member of your team and for your volunteers. This description includes the requirements, duties and responsibilities of a job and the skills required to perform it.

# Organizational structure & partners:

## External partners

All other organizations and individuals that are affected by or that can affect your organization are referred to as **external partners** or **stakeholders**.

### Why is it advisable to engage with external partners or stakeholders?

- People from outside your organization can help in developing your project idea, in attracting financial capital or in finding qualified personnel.
- They may bring in intangible resources such as specific know-how or good relations to other stakeholder groups.

### What do you need to consider when engaging with external partners or stakeholders?

- Collaboration requires staffing and financial resources.
- Engaging with external partners must be done carefully. If it is managed badly, this may throw an unfavourable light on the entire project.

# Organizational structure & partners: Stakeholder engagement

**Stakeholder engagement** is the process of identifying relevant internal and external stakeholders and – based on the extent of their influence – informing and involving them.

There are typically four steps of stakeholder engagement:

- Identification:** Identify all relevant internal & external stakeholders.
- Analysis:** Assess the interest and influence of each stakeholder.
- Mapping:** Construct a matrix of your stakeholders highlighting the magnitude of their interest and influence in your project.
- Implementation:** Specify how to engage and communicate with the partners. Some common tools are personal meetings, public events, feedback surveys, newsletters and social media.

