

Stakeholder intelligence: a 360° view

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Hello!

16 years at National Grid...



Managing customer and stakeholder incentives

- ▶ Measuring satisfaction, internal culture change



Leading external engagement programmes

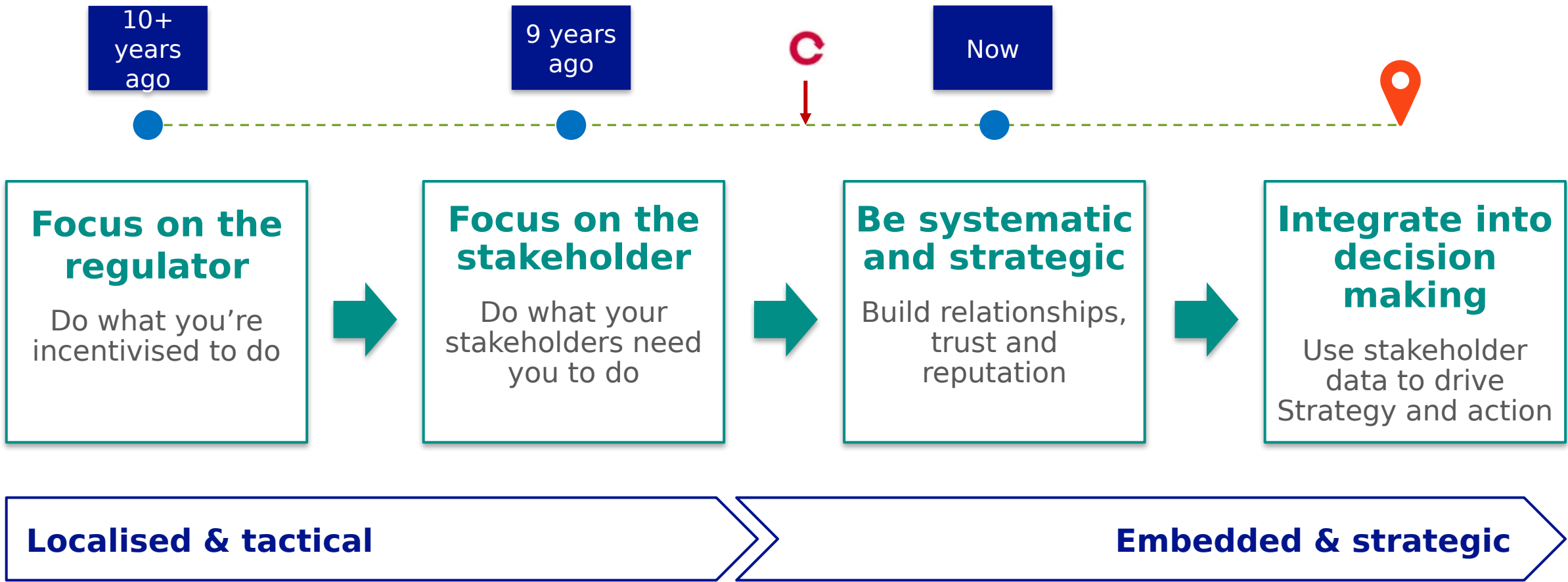
- ▶ Gathering evidence to support stakeholder-focused business plans



Creating enablers for relationship and reputation management

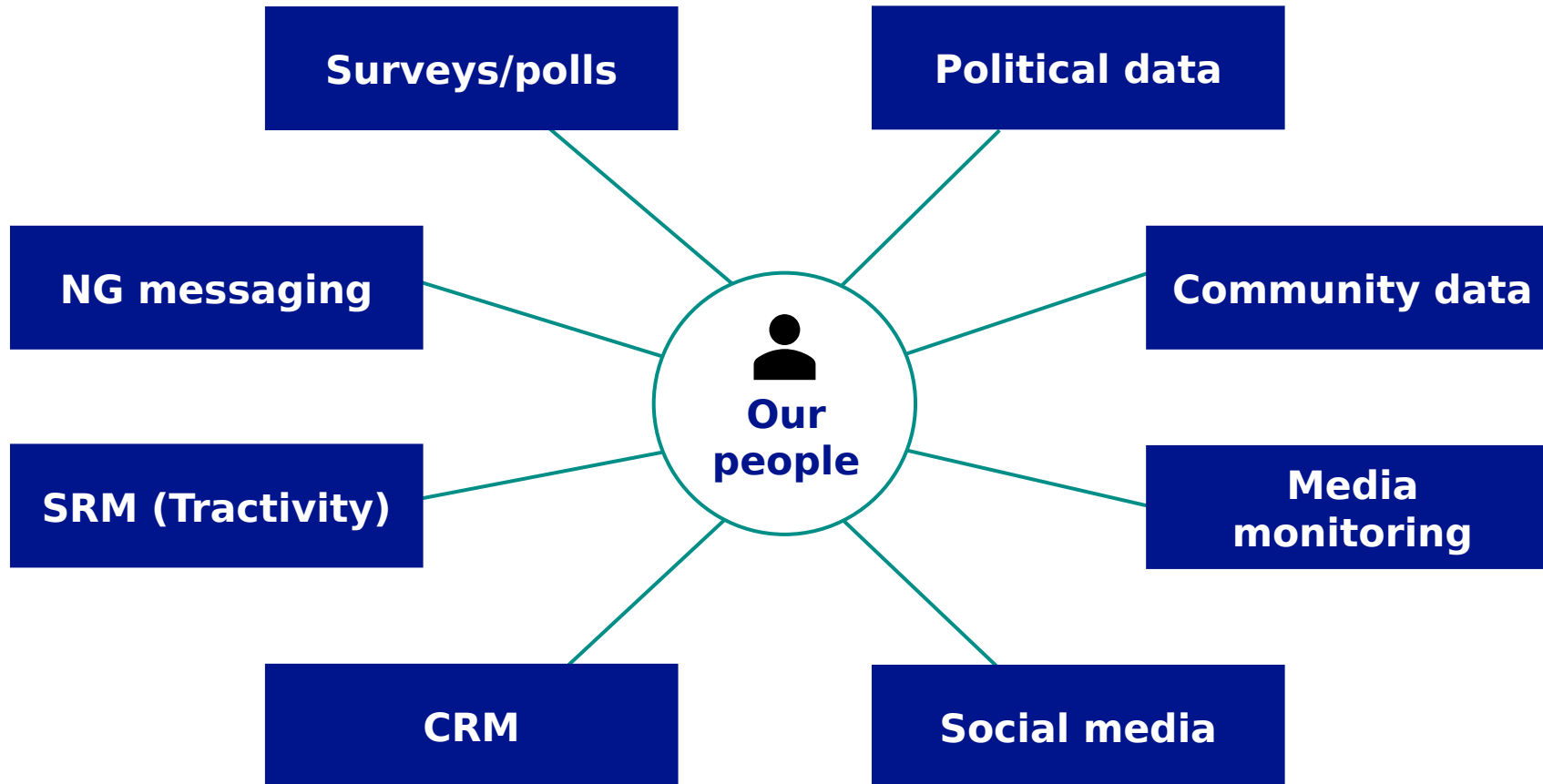
- ▶ Providing tools, implementing frameworks, focusing on **data**

The National Grid context



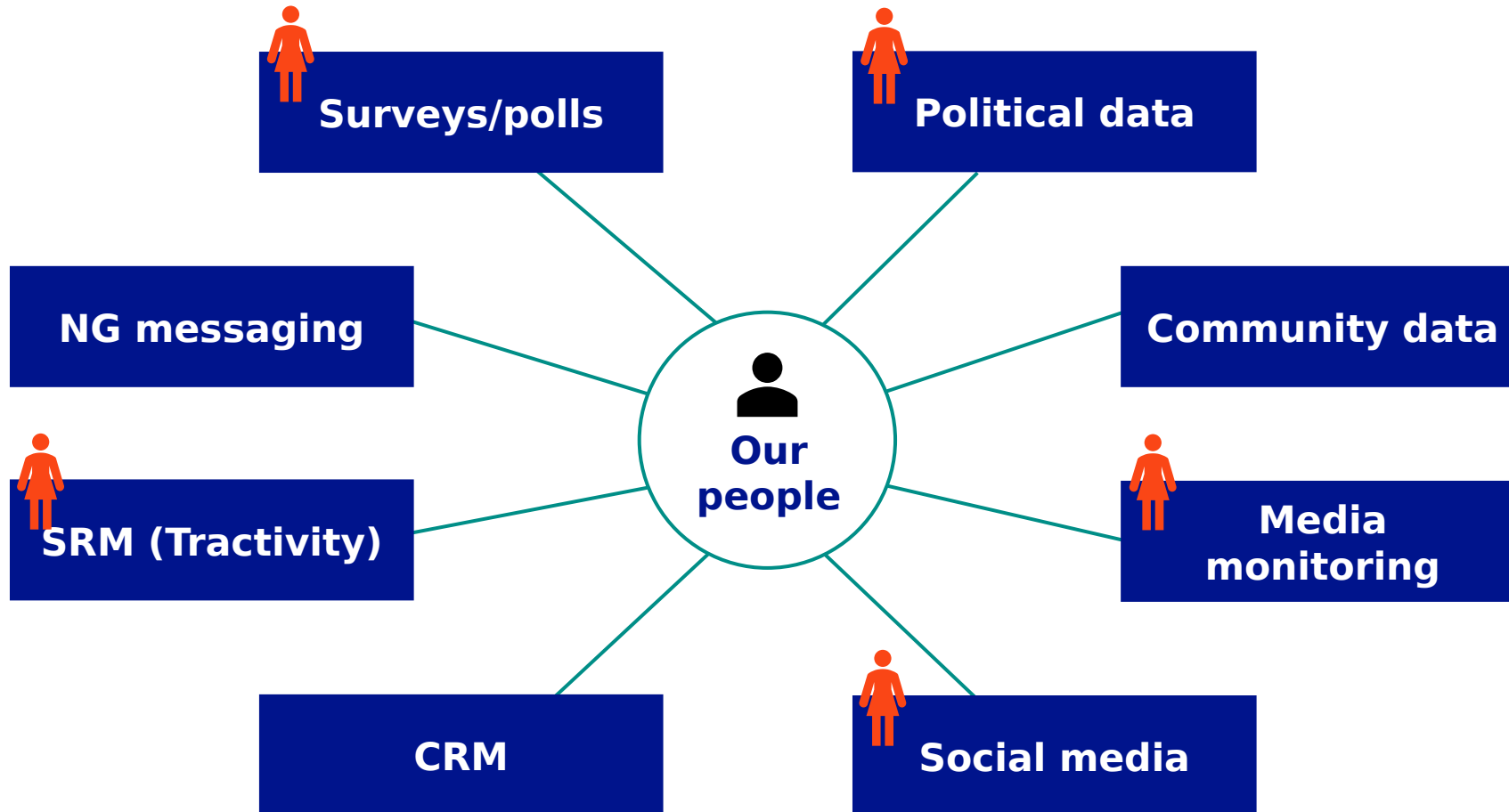
Our problem statement

“We have a LOT of data, but with no easy way of collating or accessing it, and no single version of the truth”

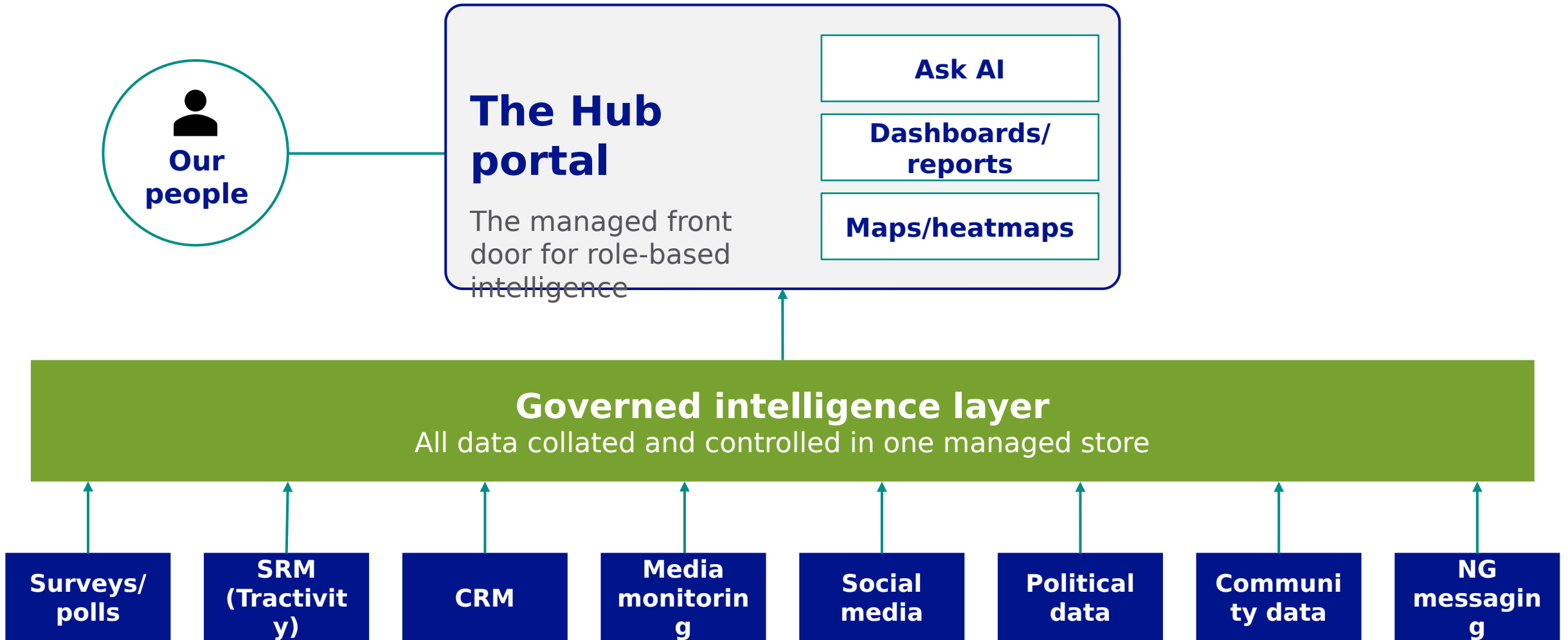


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Intel 360 (aka the Stakeholder Intelligence Hub)





An example of what this looks like...

JUST LANDED - market research for your region

[View all >](#)

NEW

NE US Consumer Pulse - Wave 12

Residential + SME - 2 days ago

NEW

Upstate NY affordability study

Stakeholder group insight - this week

Key Relationship sentiment

Region: US (all)

+48

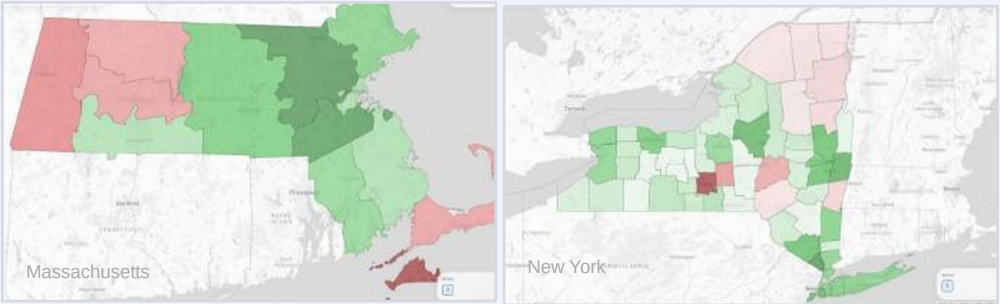
-5 pts vs last month

Tractivity: latest update 5th Aug 2026

[Edit list >](#)

B2C: Customer/Consumer sentiment - US

Click a region to drill down - all panels update



[Standard metric based on User / Area Filters / Latest headlines /Last wave]

Positive Neutral Negative

[Drill down via STACK: Constituency Profiles](#)

Media net sentiment

Region: US (all)

+24

-3 pts vs last month

1,240 articles - updates with map selection

Social media net sentiment

Region: US (all)

-8

-5 pts vs last month

38k posts - updates with map selection

RepTrak reputation score - click to open RepTrak Compass

National Grid, rolling 12 months



RAG by stakeholder group

B2C Customers

Government & Regulator

B2B Customers

Future Talent

Energy Industry

[Compass >](#)

Need help?

[Contact the SOI team](#)

[FAQs](#)

[How to use](#)

Benefits

- ✓ **Connects** stakeholder, issue, sentiment, media and policy intelligence within a **governed environment**
- ✓ **Goes beyond** what we can get from any one system alone
- ✓ **Trusted** data, with people still in control
- ✓ More **efficient** (more work upfront, but less ongoing bespoke solutions required)
- ✓ (Hopefully) **drives SRM** input...

Uses

- ▶ Supports improved **relationship management**
- ▶ Allows **horizon scanning** and **issue monitoring**
- ▶ Automates **briefings**
- ▶ Generates **reports and metrics**, feeds KPIs

Pre-requisites and challenges

Do:

- 1 Start with priority use cases
-  Take a data first approach
-  Be iterative

Manage expectations

Beware of:

-  \$%*! in, \$%*! out
-  Gaps in data
-  AI
-  The Exec's wishlist

Questions/comments?

nationalgrid