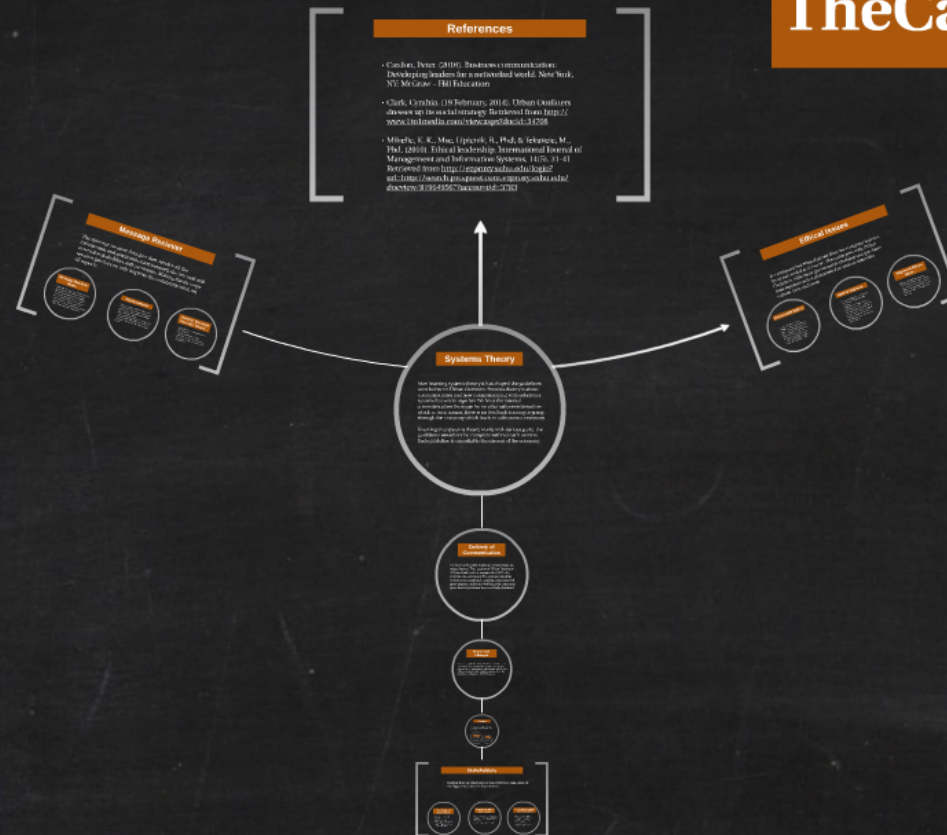


Final Project: Milestone Three
By: Gabrielle Norris



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Stakeholders

Stakeholders are what helps Urban Outfitters make some of the biggest decisions for the company.

The Needs of Stakeholders

- The internal and external stakeholders need to communicate more.
- Without proper communication, Urban Outfitters creates a pattern of selling questionable clothing and products.

Strategies for Better Communication

- Having effective messages is important and one way to ensure they are effective is implementing three stages. Peter Cardon (2016) wrote these stages as planning, drafting and reviewing in *Developing Leaders for a Networked World*.
- With these three stages the internal and external stakeholders will have greater communication.

The Results of Greater Communication

- With better communication amongst the stakeholders, the company will have greater communication all around.
- This will bring more revenue in for the company once all the stakeholders work together.

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Message Receiver

The message receiver does just that, receive all the information and communication between the internal and external stakeholders and customers. Making the message receiver greater can only improve the communication on all aspects.

Message Receiver Now...

- Currently, the message receiver is not doing the best at Urban Outfitters. The company learns that a product was not acceptable only after there was bad press and upset customers.
- With a bad message receiver the company can lose a lot of momentum with customers and stakeholders.

Improvements

- Improvements could include greater communication amongst customers and external stakeholders as well as internal stakeholders.
- With an improved message receiver, the company will fully understand what its customers want and will cater to their needs.

A Better Message Receiver Means...

- Overall, better communication on all aspects.
- Greater reputation for the company because there is more dialogue with the customers and stakeholders.

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