

ABSTRACT

Stakeholder involvement is considered an integral part of an organization stepwise process of decision making aimed at ensuring there is a broad support for the organizations policy and activities, to avoid conflicts and to generate as much support as possible for the success of the plan over time. The need for a broad consensus in the strategic process is necessary especially in the present day business environment where the society plays a great role in the success of an organizations strategy. It becomes imperative therefore that an organization comes up with a strategy that will not be resisted in totality by the society or if there is resistance, then the level of resistance should not curtail in total the implementation of the same organization objectives. The study sought to establish and to identify the extent of stakeholder involvement in the strategic process at the Ministry of Land, Housing and Urban development and to establish the effect of external stakeholders involvement in the performance of the Ministry. Towards answering the research question, the study design adopted was a case study and involved interviewing senior management team in the Ministry. The research finding was that the stakeholder involvement in the Ministry has had positive effects on the strategic process of the Ministry such as reduction in the process time for strategy implementation, reduced resistance from the public to implemented strategies, due to the reduction of resistance by the stakeholders, the improved cooperation has influenced the legislation, service charters and requirements of the Ministry, customer care policies and information sharing.