(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
2 September 2010 (02.09.2010)

PCT

(10) International Publication Number
WO 2010/096856 A1

(51) International Patent Classification:
G06Q 10/00 (2006.01) *G06Q 90/00* (2006.01)

(21) International Application Number:
PCT/AU2010/000033

(22) International Filing Date:
15 January 2010 (15.01.2010)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2009900838 26 February 2009 (26.02.2009) AU

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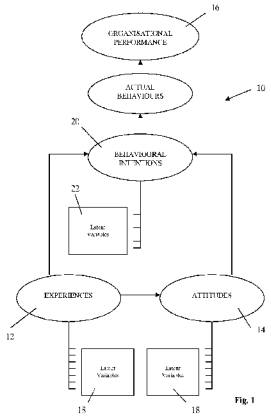
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(54) Title: A METHOD AND SYSTEM FOR COLLECTING STAKEHOLDER RELATIONSHIP DATA



(57) Abstract: A system for compiling and presenting data collection instruments associated with a plurality of stakeholder relationship causality models, managing data collection processes, conducting statistical tests, variable analytics and impacts calculations, and generating action plans and reports associated with a plurality of stakeholder experiences, stakeholder attitudes and stakeholder behavioural intentions for use in assessing the state of stakeholder relationships and planning for performance optimisation, the system comprising: a) a user interface software module, b) a stakeholder model library, c) a variables database, d) a stakeholder profile database, e) an action plan library, f) a reports library, g) a language conversion engine, h) a stakeholder survey software module, i) a variable analytics software module, j) an impact calculation software module, k) an action plan generation software module, and l) a report generation software module.

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