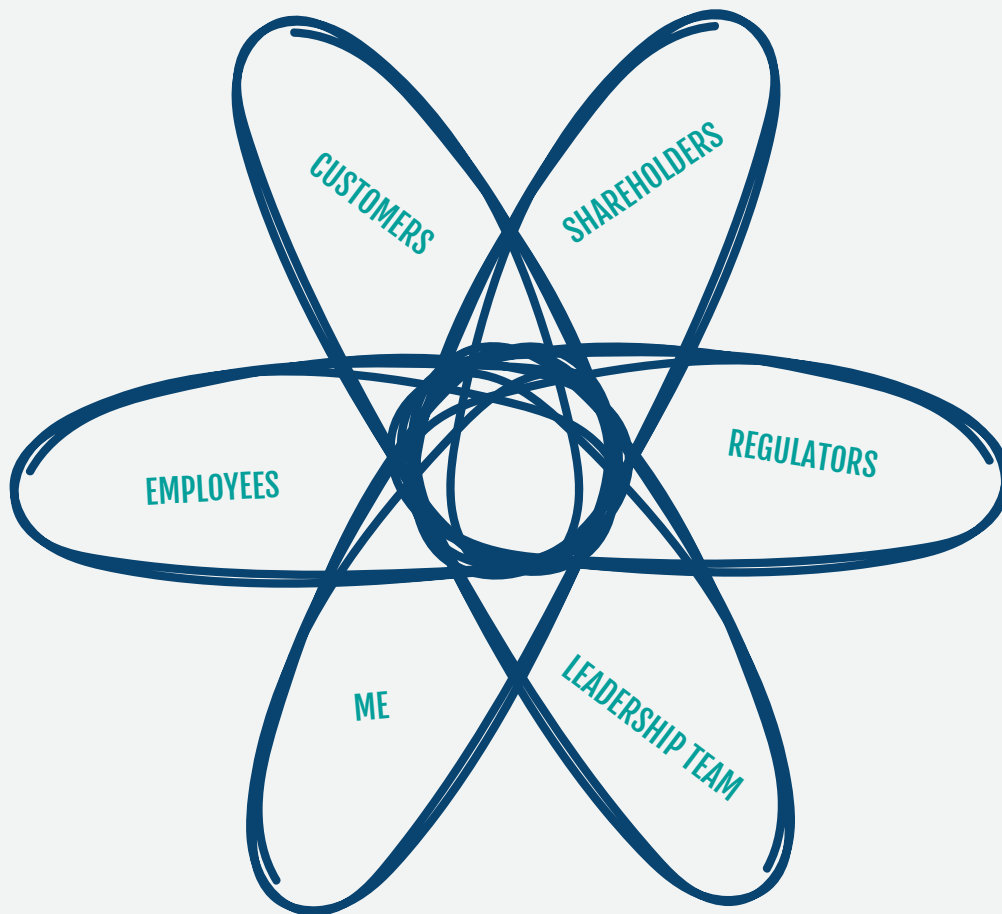


STAKEHOLDER MAPPING

Identify, understand and work skilfully to manage stakeholders. When you understand all your stakeholders and the value they require you can mobilise people to make progress.





+ 15 min



1+

STAKEHOLDER MAPPING

INSTRUCTIONS

1. Write down the desired outcome as you see it.
2. Identify all the possible stakeholders or groups of stakeholders that may be invested in or impacted by this outcome.
3. Draw a circle and assign a piece of the pie to each stakeholder or group - make it relevant to the size of their influence on the goal.
4. For each stakeholder list:
**make sure you write in their words, how they would express the answers to the below*
 - What would be a successful outcome from their perspective? What value do they require?
 - What interests do they represent and if they belong to a larger group who do they represent?
 - What is at stake for them? The outcome or impact they would most like to prevent, and why?
5. Now analyse the data:
 - How do the various stakeholders' goals differ from your own? Or each other's? What conflicts or tensions does this surface?
 - What interests, values or stakes are shared? How might that enable progress?
 - Based on this, how might you frame the challenge differently now? What needs to be considered to enable progress?

Having a hard time answering these questions?

In order to effectively map your stakeholders you need to understand them. This requires that you have listened, learned about your stakeholders. Use the Data-Led Leadership tool or the navigating change tool in the leadership toolkit for this.