

Analyze Stakeholders: Mapping Tool

Stakeholder analysis maps out actors (organizations and individuals) in a system, process, program, or policy with interest or investment in driving change. Use this influence map to identify the key players and assess their positions, interests, knowledge, etc.

1. To start, create a full list of potential stakeholders. Consider organizing them by type, role, etc.
2. Highlight the priority stakeholders and break them into the following groups: decision-makers, influencers, connectors.
Consider the following questions to start:
 - a. Who are the decision-makers within the collaborative (internal) or community (external)? What are their concerns or issue areas?
 - b. What is the relationship with your organization?
 - c. Who are the people or groups that can influence them?

Decision-Makers <i>People who have or share the power or authority to make decisions</i>	Influencers <i>People the decision-maker listens to or trusts = effective messengers</i>	Connectors <i>People who have access to or can influence the influencers</i>
<ul style="list-style-type: none"> • Is this an internal or external decision-maker? • What data/stories/info will speak to them most? • What do they care about that can be affected by the work? 	<ul style="list-style-type: none"> • What will engage or motivate this person to influence the Decision-Maker? • What information or support will this person need before approaching the Decision-Maker? 	<ul style="list-style-type: none"> • What information or support does this person need to reach out to the influencer? • What should they communicate to the influencer?

List of All Stakeholders

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List of Decision-Makers

List of Influencers

List of Connectors

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