

# MAP YOUR STAKEHOLDERS

## COLLABORATION AND WORKING IN GROUPS

### THIS TOOL WILL HELP YOU TO:

- ★ build your networks, sphere of influence and pool of knowledge
- ★ categorise and understand your market or network and how to approach them
- ★ keep track of your communications and networking
- ★ strategically tailor communications to your stakeholders.

### HOW TO:

A stakeholder map helps you plan out and organise who you are going to contact, about what and when.

- 1 Brainstorm a list of stakeholders into a spreadsheet or table. Stakeholders are those that may have a current or potential interest in, offer value to, benefit from, affect or are affected by your project.
- 2 Adapt the table below to suit your needs to identify and document your contact list. You can make it as detailed as necessary. Record primary contacts, contact details etc.

Stakeholder	Organisation	Current/potential interest in project	Contact details	Relationship with project
JP	Make Change Happen	To enable change	Phone: ____ Email: ____	Mentor and promoter

- 3 Categorise your list of stakeholders by ordering them into groups such as: supportive/ friend of the project, competition, client, mentor etc.
- 4 Identify which stakeholders you should contact and how you might work with them.
- 5 Plan how you intend to engage and manage the relationship and delegate a specific contact person from your team to each stakeholder. You can then use the spreadsheet to track who is communicating with whom and what the level of contact is.



## BRING IT TO A MAKE CHANGE HAPPEN MEETING

### Report back

If you have a prepared stakeholder map that you've worked on in a group, bring it to a Make Change Happen meeting to share and seek some further input such as categorising stakeholders or tailoring the communications plan to each stakeholder. Use your Make Change Happen group to help build on what you've already achieved.

### Practice run

Use your Make Change Happen meeting as an opportunity to brainstorm your stakeholder list so you can map it later. You will be surprised with the amount of knowledge in the room and who may eventually become your brainstrust!

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### COMBINE THIS TOOL WITH:

Pool Your Ideas

Elevator Pitch Your Project

Know Your Audience

Set Forces for Success

Map Your Political Power

Harness Your Strengths with S.O.A.R.

### NOTES