

Stakeholder Mapping

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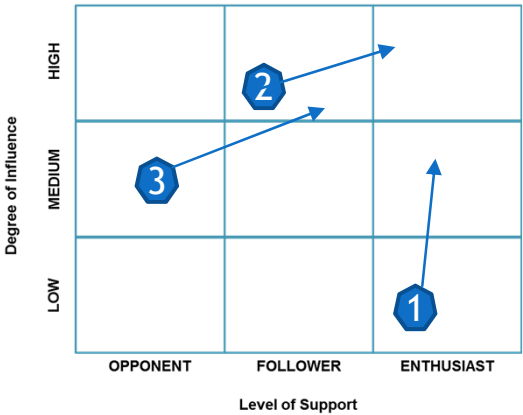
Stakeholder Mapping

- ▶ What it is: A clear depiction of relationships in our network we need to focus on strengthening.
 - ▶ It can be done alone, but is much richer with various perspectives

- ▶ Why we do it:
 1. To have a visual depiction of how each individual in our network currently supports our work
 - ▶ The discussions that are held to develop the map are more valuable than the map itself - the map remains as an artefact
 2. To plan interactions with specific people or organisations to increase their engagement & support



Overview of the process



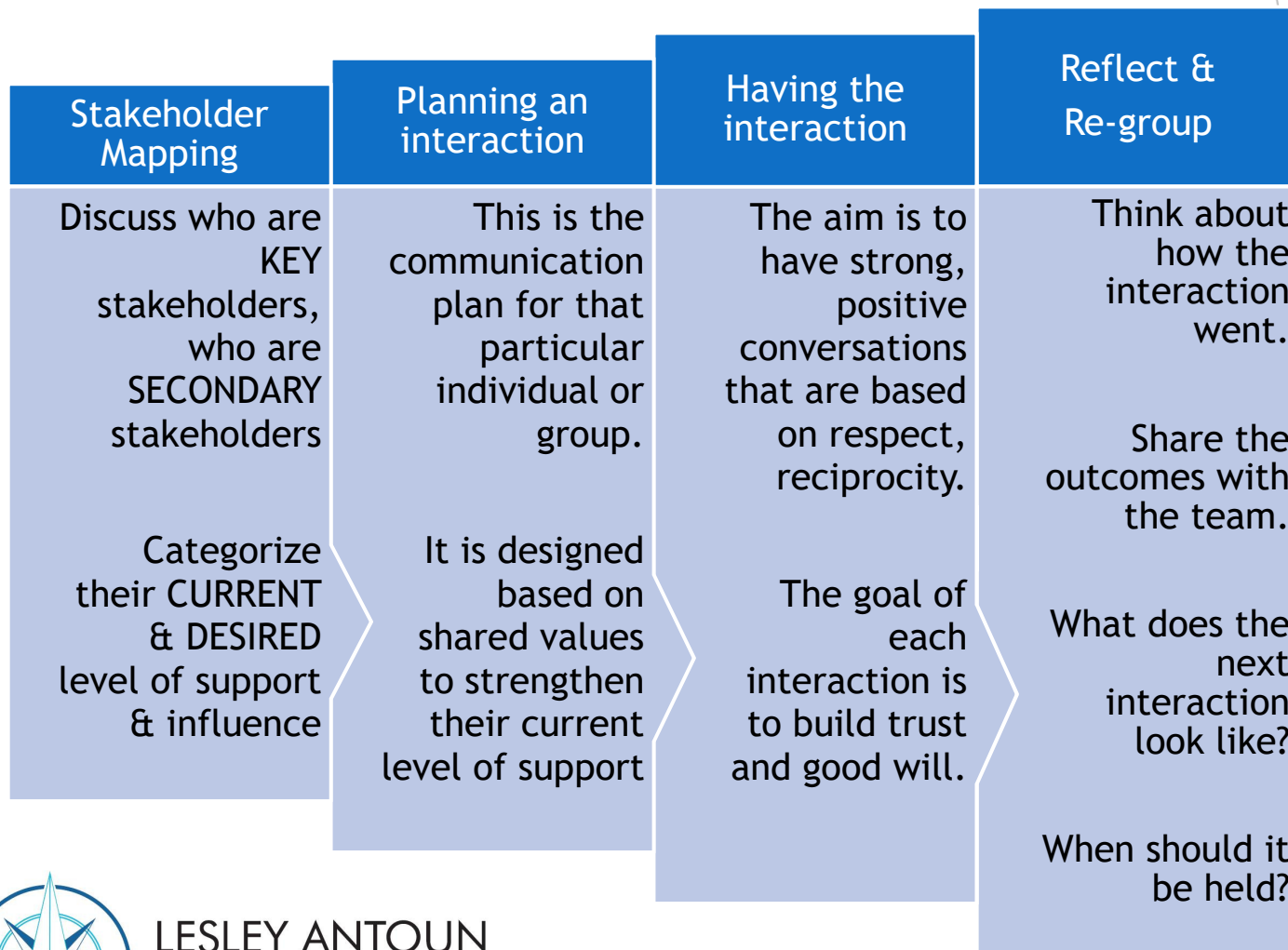
Identify values, interests, strengths, aspirations.

Find common ground.



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Where does stakeholder mapping lead?



STAKEHOLDER MAPPING



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List of stakeholders

PRIMARY: their collaboration or support is needed to achieve our objective; OR our project impacts them in some way.

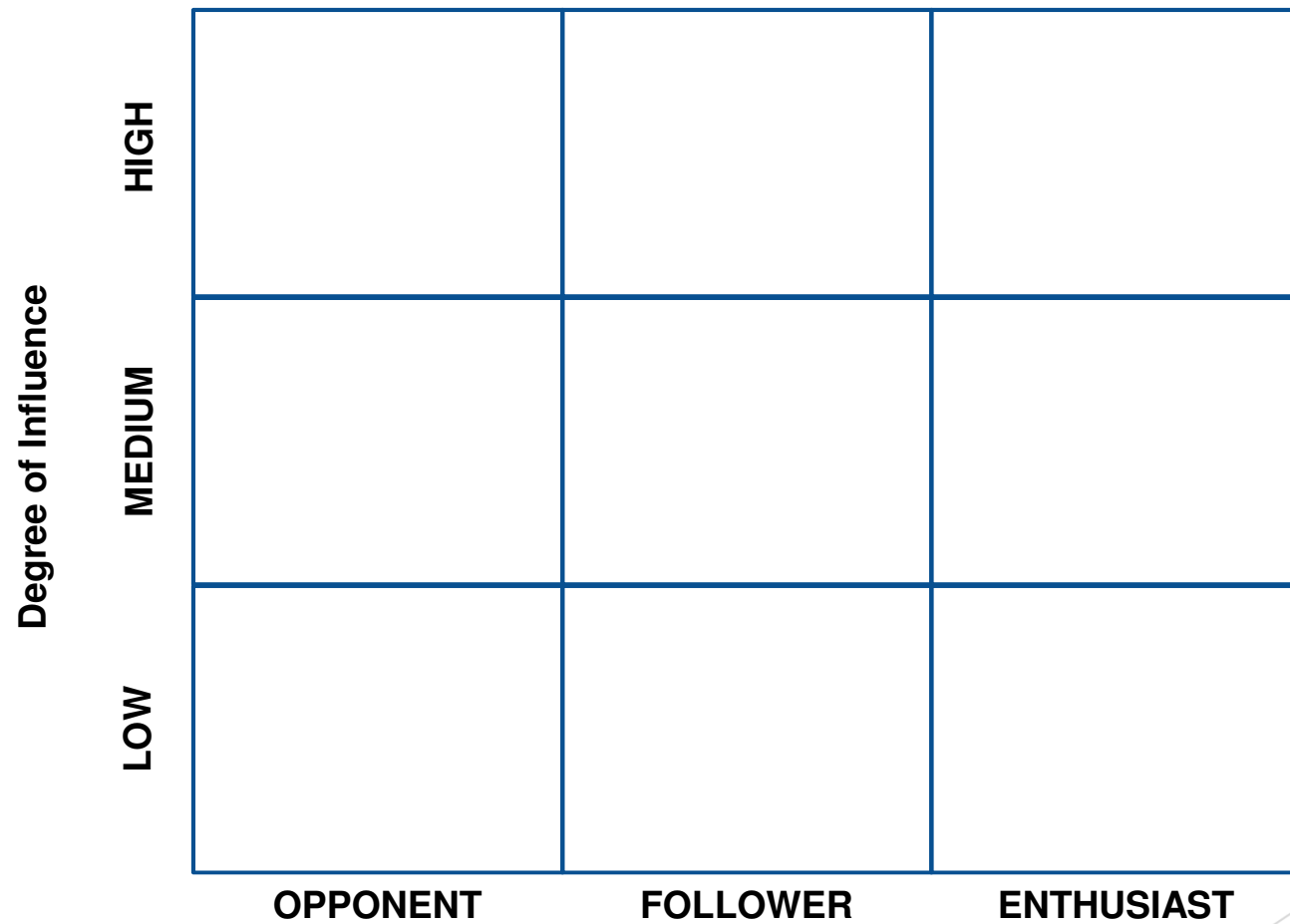
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SECONDARY: their support may be helpful, even if they are not affected by our project.

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Stakeholder Map



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Level of Support

PLANNING SPECIFIC INTERACTIONS



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Foundational questions

- ▶ What are we trying to achieve?
- ▶ Why do we want to achieve it?



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Preparing for a positive discussion

In this part of the exercise, we share information to help us create a positive, strength-based exchange with each person.

For each stakeholder, discuss:

- ▶ Why are they important to our success?
- ▶ What are they proud of? What do they aspire to? What do they value?
- ▶ What are their personal and professional interests?
- ▶ What are their strengths?
- ▶ What issues or concerns may they have?
- ▶ How do they like to communicate??

Our perspective:

- ▶ Why are we important to their success?
- ▶ What are we proud of? What do we aspire to? What do we value?
- ▶ What are our personal and professional interests?
- ▶ What are our strengths?
- ▶ What issues or concerns do we have?
- ▶ How do they like to communicate?



Questions?

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