



Stakeholder Mapping

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Introduction

A **stakeholder** is an actor (may that be an individual or an organization) **who has a vested interest in a specific project or program that is being promoted.** These stakeholders or ‘interested parties’ can usually be grouped into the following categories: international, public, national political, commercial/private, nongovernmental organization (NGO)/civil society, labor, and users/ consumers, key population, co-workers,...



Introduction

A **stakeholder analysis** is a process of gathering and analyzing systematically qualitative information in order to get an overview on different involved stakeholders and to determine whose interests should be taken into account when developing and/or implementing a project or program.

WHY?



WHY?

It is preferable to look at too many Stakeholders, finding it to be irrelevant, rather than discovering later that a stakeholder of importance to the project has been overlooked.

It is important to include:

- people intended to benefit from the project
- people to be involved in implementing the project
- decision-makers who indirectly exert significant influence on the project
- organizations and institutions with direct or indirect influence on the project

STEPS for Mapping

IDENTIFY	PRIORITIZE	VISUALIZE
ENGAGE	MONITOR	ACTIONS



STEPS for Mapping

IDENTIFY

Upwards
Downwards

Outwards
Sideways

- Identification of project's stakeholders is a process of **developing a list** of those who are impacted by the project or will impact the project, positively or negatively.
- Identification can be done through **brainstorming** or any other process commonly used in the organization



Training
Academy

STEP-UP: Skills Training to Empower Patients



STEPS for Mapping

Interest
Power

PRIORITIZE

Proximity
Urgency

- The **assessment** of each stakeholder's importance to the project is **based on ratings** from the project team members of the stakeholder's perceived **power, proximity and urgency**.
- These assessments are combined within the tool to produce an 'index' for each stakeholder.



**Training
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STEPS for Mapping

VISUALIZE

- Categorization and charting of key stakeholders, in a visual way, holds the key to **targeting the right stakeholders at the right time in the life of the project** and providing them with the right level of engagement, information and communication.
- Can use different tools: stakeholders grid, circle with colors, different sizes, etc.

STEPS for Mapping

- The **data available** in the visualized tool and collected from earlier parts of the process are inputs to developing the **engagement strategy**.
- Defining appropriate responses requires an understanding of each stakeholder's levels of support and receptiveness to messages about the project and how they are going to be engaged

ENGAGE		
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STEPS for Mapping

- Project managers must then **convert the strategy into action!**
- As the project moves through the different phases in its lifecycle, different stakeholders may have more or less of an impact, and as a consequence, their levels of importance, and communication requirements will change.

MONITOR



STEPS for Mapping

- **Developing a PLAN:** communication plan, fundraising, action meetings, advocacy plan, etc.
- Develop common and specific actions for stakeholders
- Measure them (monitor)

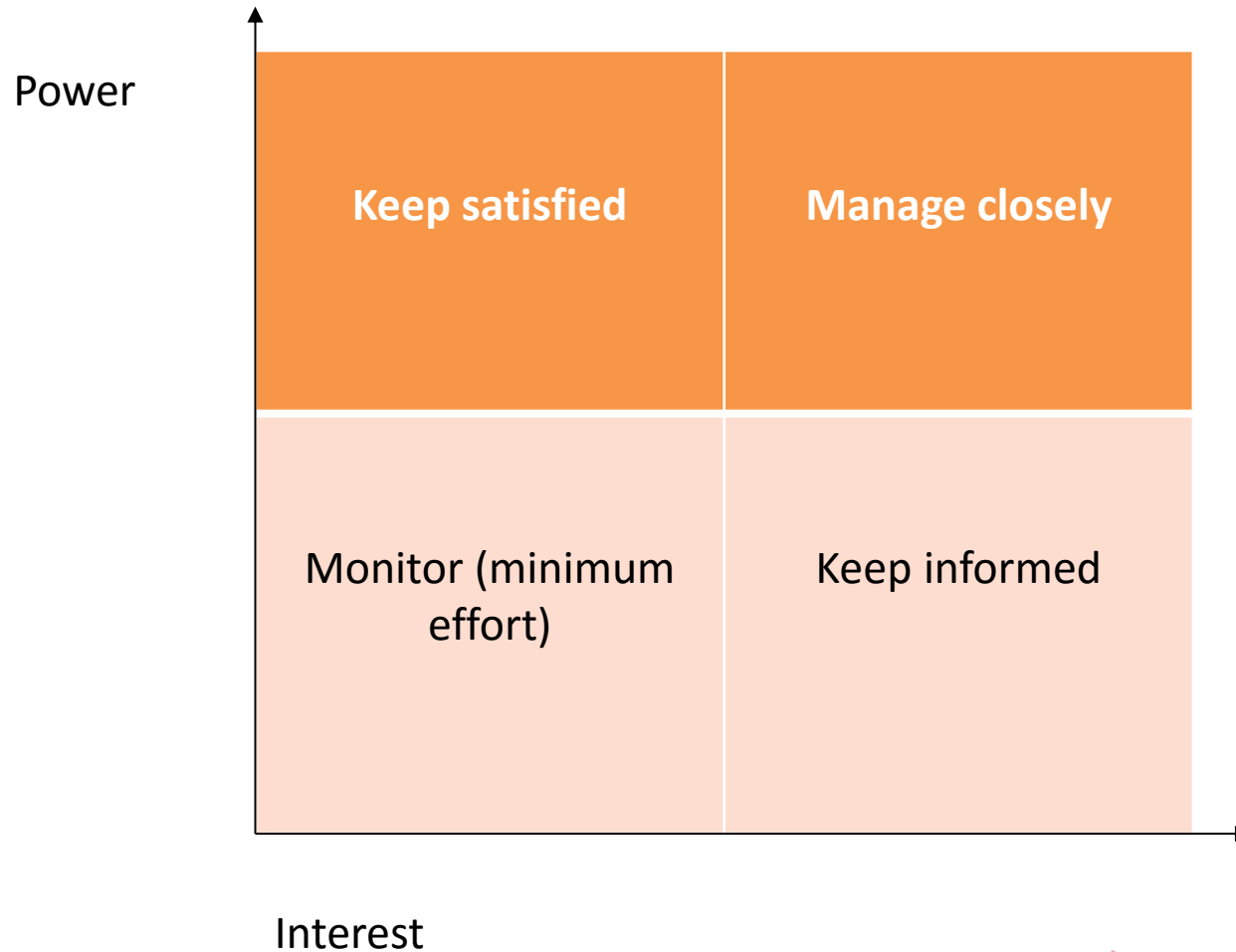
		ACTIONS
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Stakeholders Matrix

Stakeholder name	Contact Person (phone, email, web, 2.0)	Impact (How much does the Project impact them: low, high, médium)	Influence (How much influence do they have over the Project: low, high, médium)	What is important to the stakeholder ?	How could the stakeholder contribute to the Project?	How could the stakeholder block the Project?	Strategy for engaging the stakeholder



Key Stakeholders Grid



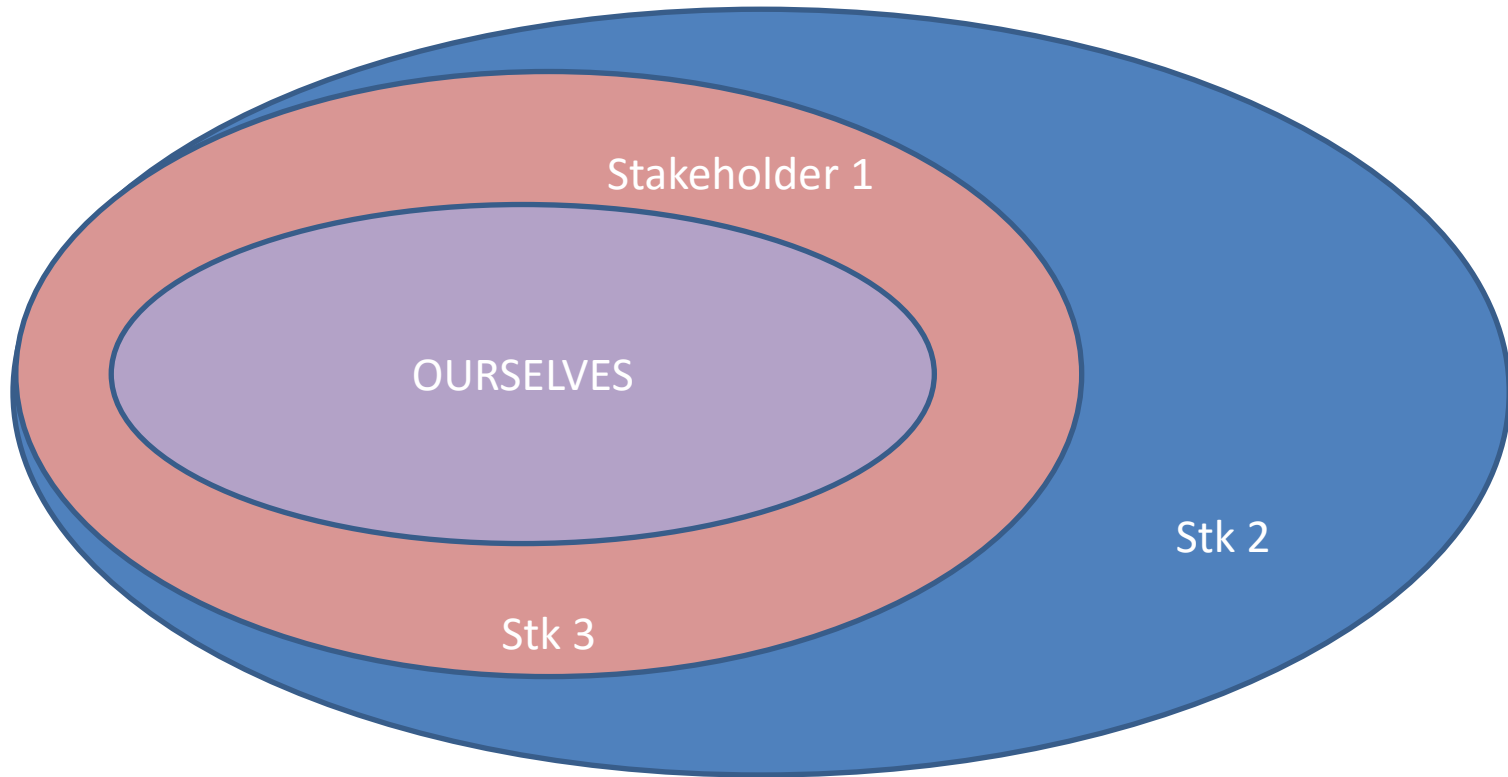
Group Work

Working Groups:

- Each group chooses one stakeholder: patients, health care professional, NGO professional, local government and private health Company
- Work on the mapping for that stakeholder:
 - List all the possible stakeholders
 - Prioritize and monitor them
 - Analyze their level of engagement
 - Plan some actions for engagement and communication with the main stakeholders



Group Work

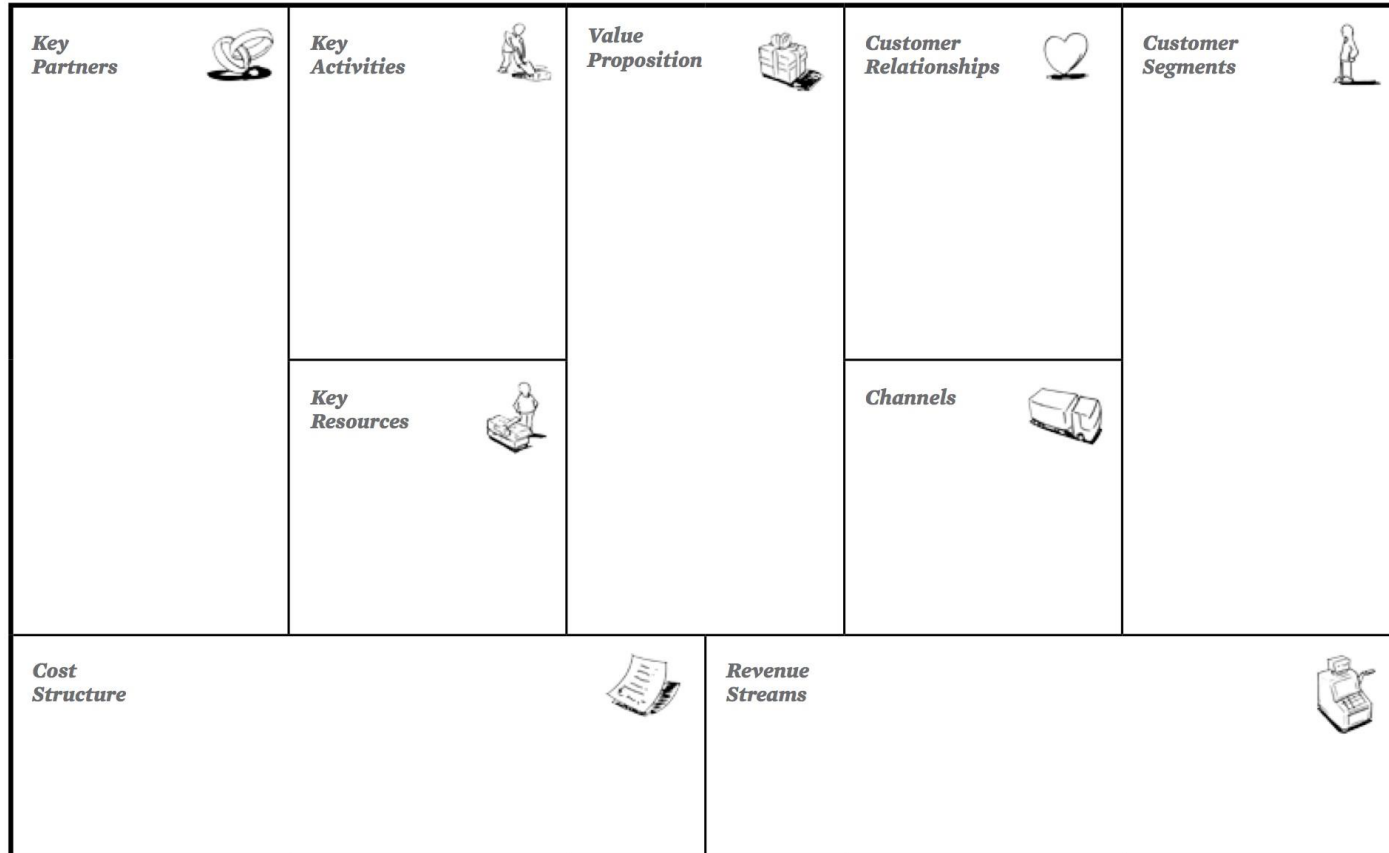


Group Work

SOME QUESTIONS FOR THE WORKING GROUP

- Is our list focused on relevant stakeholders who are important to our current and future efforts?
- Do we have a good understanding of where stakeholders are coming from, what they may want, whether they would be interested in engaging with us, and why?
- How can we further understand and qualify these stakeholders? Through discussions with internal colleagues? Reading reference reports? Finding specific blogs or Twitter accounts to follow?
- Based on our prioritized stakeholders, can we define a granular level of engagement? Will this list inform tactics, formats, and investment considerations?
- Have we given thought to what type of resources (expertise, people, and budget) we need to support our engagement strategy and follow-up activities?
- Could some of the stakeholders help us more in our goals and projects? How can the engagement among them benefit our aims?

Canvas Model



Canvas Business Model: <http://www.businessmodelgeneration.com/canvas/bmc>





GRACIAS :D

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