# What is a Stakeholder Map?

https://www.youtube.com/watch/HP2MZscvFl8

in this video we'll talk about stakeholder maps you can use stakeholder mapping when developing new initiatives they are especially helpful when projects span multiple groups or you are collaborating with people external to your organization from this map you'll learn how to appropriately manage and inform your stakeholders when you create a stakeholder map you should facilitate a workshop to identify and organize key stakeholders you should select stakeholders who are experts in their area or dependent on the project in some way a stakeholder map has two dimensions the level of interest and the level of influence the level of influence depends on how much influence the stakeholder has on the project through funding legal process support etc while the level of interest is how engaged is stakeholder is about the outcome of the project will the project help or hurt them or neither let's take a look at the matrix stakeholders who fall in the high influence and high interest category are people you should manage closely these are people who have the ability to make or break your project so it's important to give them regular updates and see if they need anything from you now let's move into the low interest low influence quadrant there are stakeholders that you should send updates to and monitor for changes in influence and interest but don't worry too much about them next we have high influence low interest they're people you want to keep satisfied since they have a lot of influence and they have large implications for your project try to read their preferences early on since they have low interest they may not care about the project enough to receive regular updates so handle them delicately finally we have low influence high interest these are people who care about the outcome of the project but don't have much control over its success you should keep these people informed with updates in the description I've added a link to a stakeholder map template so check it out when you create a stakeholder map you should facilitate a workshop to identify and organize key stakeholders you should select stakeholders who are experts in their area or are dependent on the project in some way make sure to be very specific when defining stakeholders remember you should constantly update the stakeholder map because stakeholders may change the route the duration of the project