

## Stakeholder Analysis Toolkit

### 1. Find stakeholders

#### 1 Interest

This is the most direct way to inquire stakeholders from the perspective of interest. It can be considered from the aspects of developer, company, factory, promotion, sales, that is, money. For example, a product has technical researchers, a cooperative company, a factory responsible for product production, a cooperative advertising company, a dealer, etc.

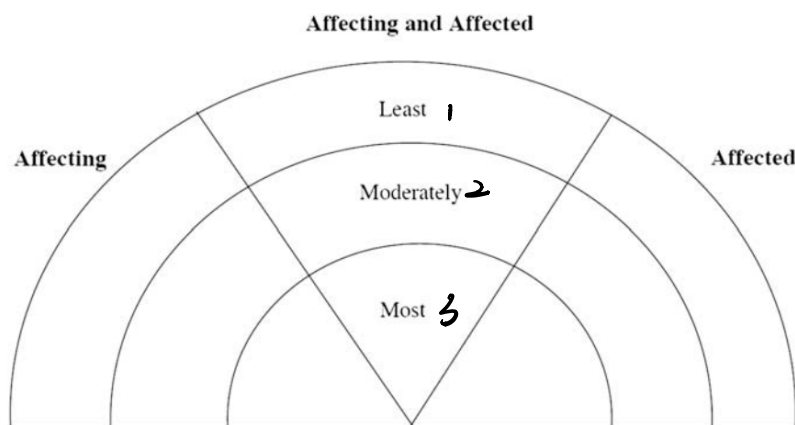
#### 2 Influence

The impact can start with individuals, groups and countries. Thermal imaging technology has a great influence on all vulnerable groups. Groups can be the users and beneficiaries of various industries and products. Countries are also the governments of various countries. The birth and widespread use of this product is closely related to the operation of the government. In addition, there are also impacts on the environment. The research and development of a product will more or less have some impact on the environment, so environmental organizations can also be stakeholders.

### 2. Categorize stakeholders

There are many methods categorizing stakeholders, here I recommend these two methods:

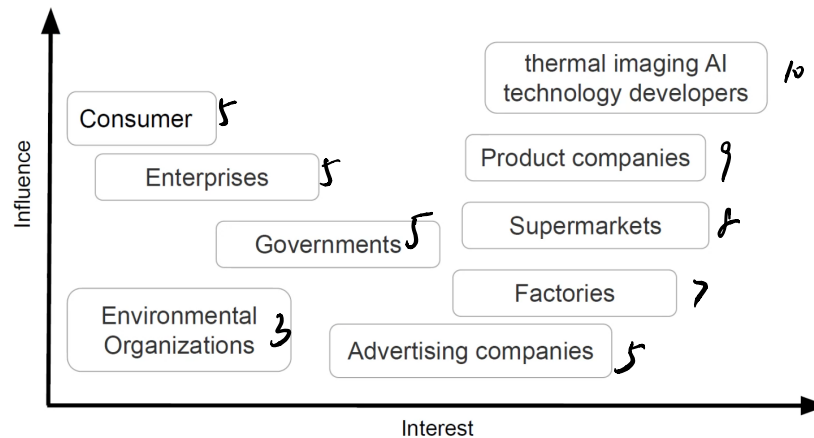
1) Rainbow Diagram: Classifying stakeholders according to the degree they can affect or be affected by a problem or action.



Each degree represents a different weight. Most has 3 weights, moderately has 2, and least is 1. These weight will be used in the following analysis.

## 2) Interest-Influence Diagram

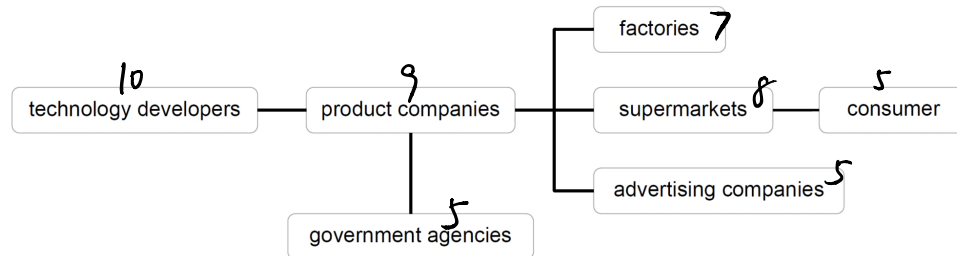
Draw a diagram showing the influence level of each stakeholder.



Also record the rate of stakeholders.

## 3) Actor-linkage matrices

After categorizing the stakeholders, we next try to find relationships among them. The interrelations between them can be described by this tool. Determine whether the relationships between each stakeholder are of conflict, complementary, or cooperation.



This diagram shows the relationships of some of the stakeholders by their cooperation, which is only for presentation. In fact, drawing the matrices by writing will be more convenient, saving the computing resources.

## 3. Get interesting Findings

Observe the relationship between these stakeholders, such as the degree of each stakeholder (vertex), which represents the number of connections a stakeholder have, to more clearly know the weight of the stakeholder to the project.

## 4. Make Conclusion

Summarize all the findings.

For example, product companies have 9 weights with 5 connections, which highly effect and effected by the products.