

Individual Activity: Stakeholder Analysis Map

Objective: Identify and analyze the key stakeholders for a project by mapping them based on their level of influence and interest.

Scenario: The Eco-Campus Initiative

You are leading a project to make your campus more sustainable. The first major initiative is to **eliminate single-use plastic bottles** from all campus cafes and vending machines within one year.

Your Task: Create a stakeholder map to visualize who is affected by this project and who can influence its outcome.

Instructions:

Time: 20 minutes

Tools: Use the provided Miro board. You will work individually in your assigned frame.

Step 1: Access Your Workspace

1. Click the link to the Miro board.
2. Find the frame with your name or assigned number.
3. Inside, you will see a **Stakeholder Map (Power/Interest Grid)** template.

Step 2: Brainstorm Stakeholders

1. Using the **Sticky Note** tool, write down every person, group, or organization connected to the "Eco-Campus" bottle project.
2. **Write one stakeholder per sticky note.** Examples: "Campus Dining Services," "Student Body President," "Facilities Management."
3. Aim to identify at least **8-10 different stakeholders**.

Step 3: Map Each Stakeholder

1. For each sticky note, ask yourself two questions:
 - **INFLUENCE:** How much power does this stakeholder have to help or block the project?
 - **INTEREST:** How much does this stakeholder care about the project's success or failure?
2. Drag and drop each sticky note onto the grid according to your assessment.
 - **High Influence, High Interest:** Engage closely with these stakeholders.
 - **High Influence, Low Interest:** Keep these stakeholders satisfied.
 - **Low Influence, High Interest:** Keep these stakeholders informed.
 - **Low Influence, Low Interest:** Simply monitor these stakeholders.

Step 4: Analyze Key Stakeholders

1. Pick **two stakeholders** from the "**High Influence, High Interest**" quadrant.
2. For each of these two key players, add a comment or a new sticky note attached to them that answers:
 - o **What is this stakeholder's main goal or concern regarding this project?**
 - o **What is one specific action you would take to manage this relationship?**

Step 5: Prepare to Share

1. Look at your completed map.
2. Be ready to answer this question: "**Looking at your map, which stakeholder do you think will be the most challenging to manage, and why?**"

Template Guide for You:

Your Miro frame contains a 2x2 grid with the following axes:

- **Vertical Axis (Y): Power/Influence** (Low at the bottom, High at the top)
- **Horizontal Axis (X): Interest** (Low on the left, High on the right)

The four boxes are labeled:

1. **Manage Closely** (High Influence, High Interest)
2. **Keep Satisfied** (High Influence, Low Interest)
3. **Keep Informed** (Low Influence, High Interest)
4. **Monitor** (Low Influence, Low Interest)

Use the tools on the left toolbar to add sticky notes, shapes, or connectors.