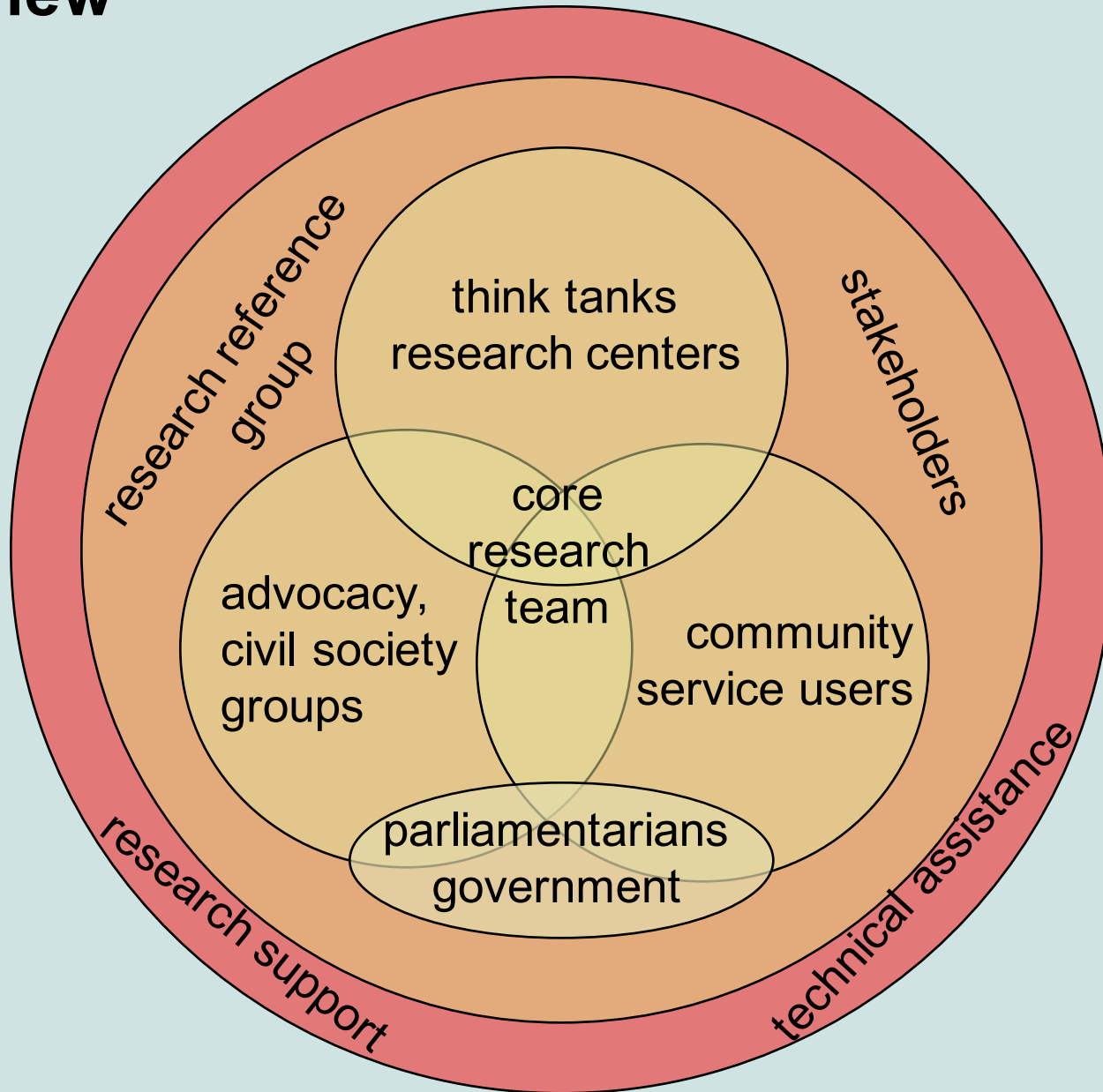


Stakeholder Mapping and Analysis

CS185- Human Computer Interaction
May 15th 2018

Slides Thanks to OSI Public Health Program

Overview



What are we going to do?

Step 1: **List** all your stakeholders.

Step 2: **Map** stakeholders by their degree of interest, power and support.

Step 3: **Analyze** stakeholders by their influence and your relationship to them.

Step 4: Write down some initial **actions** to manage your stakeholders.

List Stakeholders

A stakeholder is anyone who:

- has a political stake in the proposed policy
- has an economic stake in the proposed policy
- has an administrative role in the proposed policy
- will be harmed by the proposed policy
- will benefit from the proposed policy
- has taken a public stance on the proposed policy

Map Stakeholders

Degree: how much does each stakeholder care about your policy proposal?

care more = closer to the center

Support: are they broadly supportive, neutral or opposed to your policy proposal?

supportive = green

neutral = yellow

opposed = red

Power: how strong is their power over your project outcomes?

stronger = more lines

Analyze Stakeholders

Influence:

how strong is their influence over other stakeholders?

Relationship:

how strong is your current relationship with them?

Planning Stakeholder Management

Research planning

How can you address the issues of concern to your strongest detractors? How can you address the issues that your strongest supporters care about?

Relationship building

How can you build a relationship with your most influential stakeholders? How can you strengthen existing relationships?

Communications planning

Who should you invite to briefings or consultations? All supporters? All the strongest influencers?

Other stakeholder planning???