

Enterprise Design Thinking

by IBM

TOOLKIT

Stakeholder Map

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INTRODUCTION

Why do you use this activity?

Reflect as a team to identify stakeholders, their expectations, and the relationships between them in order to communicate with them more effectively.

INTRODUCTION

When should you use this activity?

We recommend using this activity as early as possible. This will make sure your team has a clear understanding of who is relevant to any given piece of work.

HOSPITAL STAKEHOLDER MAP



We suggest **30 minutes** for this activity. How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes before talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

Stakeholder Map

30 min

SETUP

You only need a blank space to post sticky notes and write on.

Time to get started!

Stakeholder Map

30 min

IDENTIFY

Identify anyone involved with and impacted by your project. Include their title if you know it.

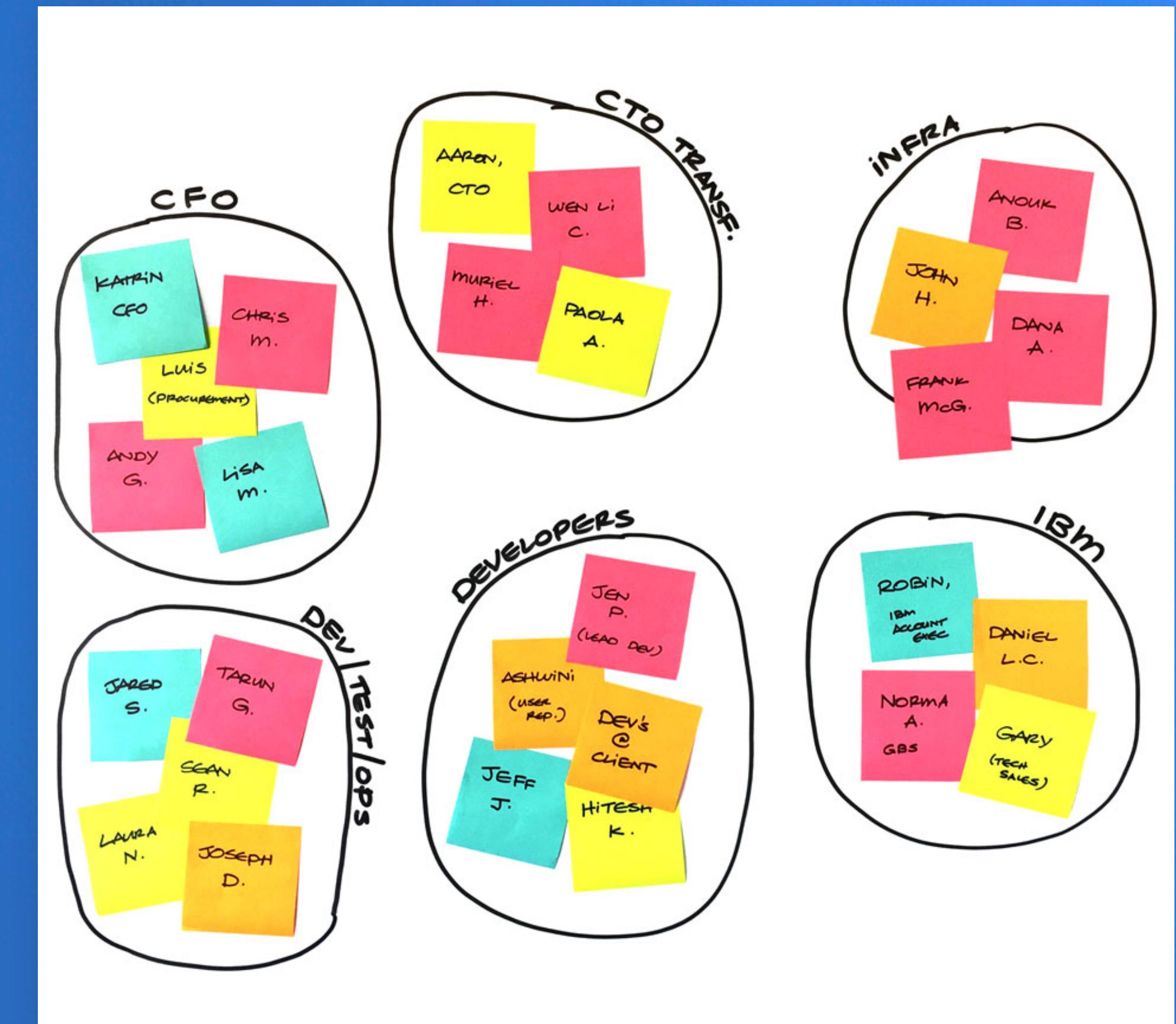


Stakeholder Map

30 min

IDENTIFY

If groups of stakeholders surface, cluster and label them.



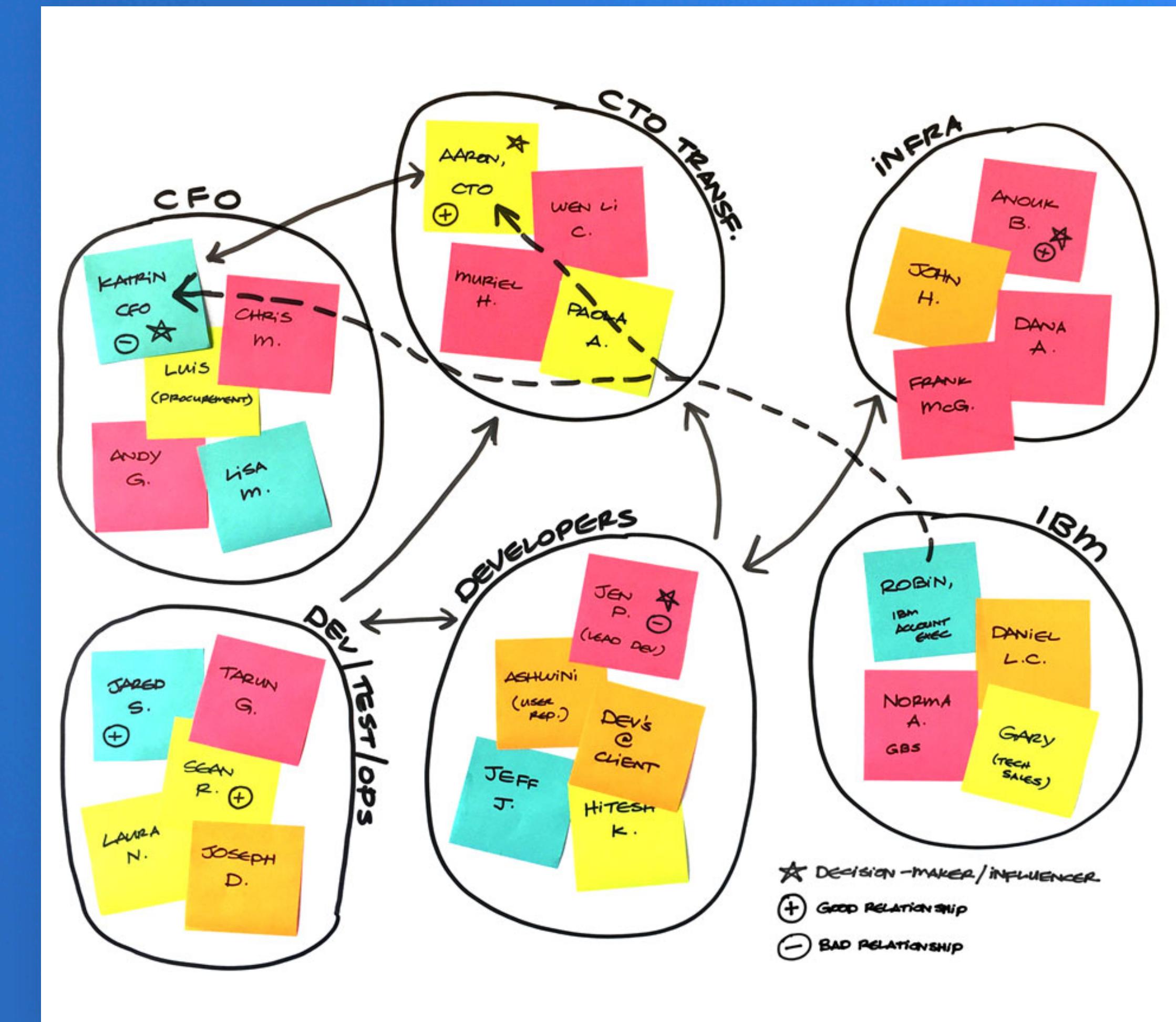
Stakeholder Map

30 min

CONNECT

As you identify stakeholders, use lines to describe their relationship to each other.

- **Think:** How do they depend on each other? How do they interact?



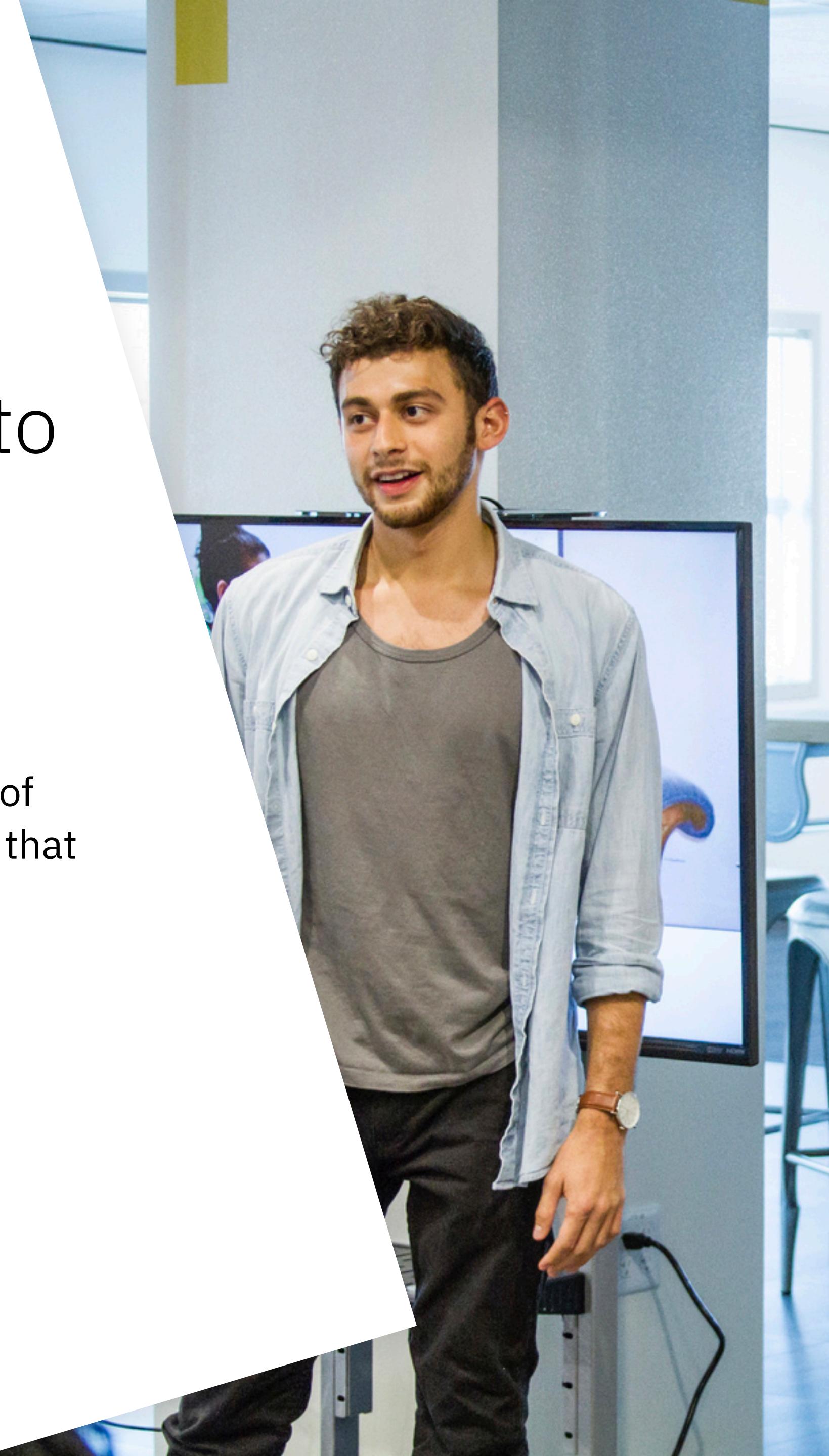
Stakeholder Map

30 min

PLAYBACK

Choose one person to play back the stakeholder map.

- Describe the goals and relationships of stakeholders. Identify the unknowns that still exist.



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