

# Stakeholder Analysis

Elana Peach-Fine, Sunday May 6<sup>th</sup>, 2018

# What is a stakeholder?

Any individual, group or institution that will be affected, or have an impact on the project activities or project completion.



# So why do you think should we do a stakeholder analysis?

Identify	Understand	Anticipate	Advocate
Identify the powerful and vulnerable stakeholders	Understand how to effectively communicate with them	Anticipate people's reactions throughout the project	Advocate for those with little power but a lot of interest

# Stakeholder Analysis

- By identifying stakeholders at the beginning of a project, we can improve the probability of all stakeholders having a shared sense of ownership over the project and that everyone is satisfied with the expected deliverables.

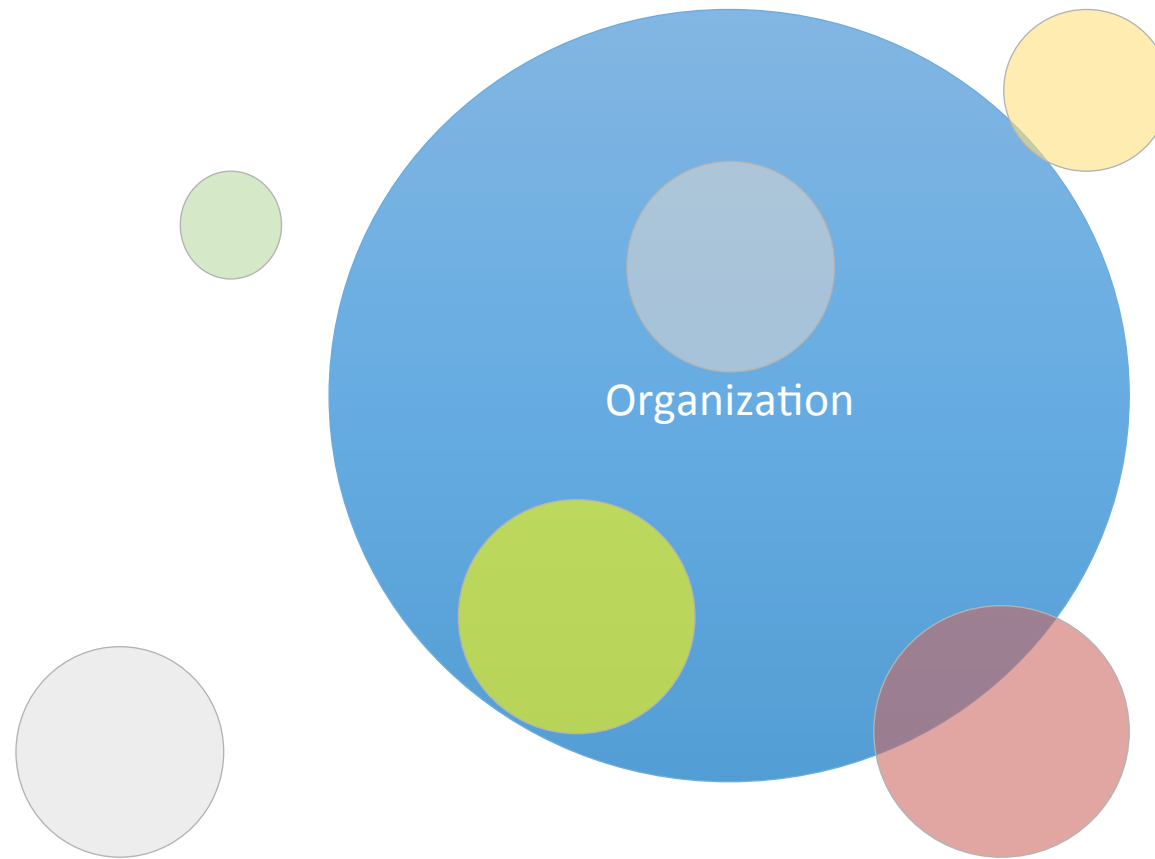


# Stakeholder Analysis



- Stakeholder analyses help us avoid...
  - “false positives”: Stakeholders that consider themselves relevant to project implementation even though they aren’t.
- Or miss..
  - “Ghosts”: Stakeholders that do not consider themselves relevant, but are in fact very important.

# Internal and External Stakeholders



# Internal Stakeholders

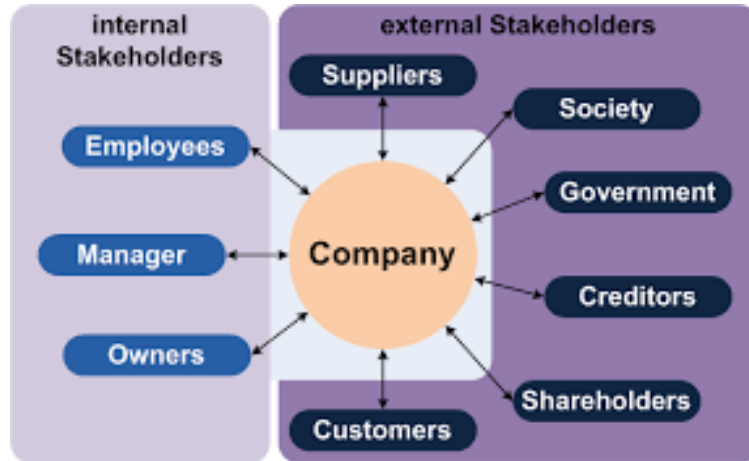
- Internal Stakeholders are groups or individuals who work within an organization or project.
- Examples?

# External Stakeholders

- External Stakeholders are individuals or groups outside a business or project, but who can affect or be affected by the business or project.
- Examples?



# Examples



## Internal

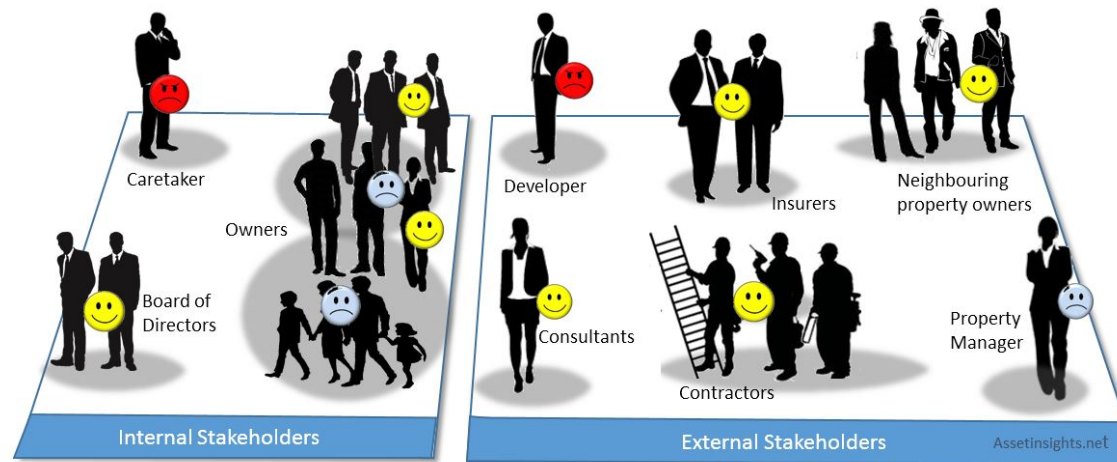
- CIMMYT (International Maize and Wheat Improvement Center)
- RIFA mentor in CIMMYT
- Mexican wheat community (farmers, farm advisors, breeders)
- UC Davis fellow

## External

- CIMMYT funders
- RIFA (Research and Innovation Fellowship for Agriculture)
- RIFA mentor at UC Davis
- Global wheat community (farmers, breeders, researchers)

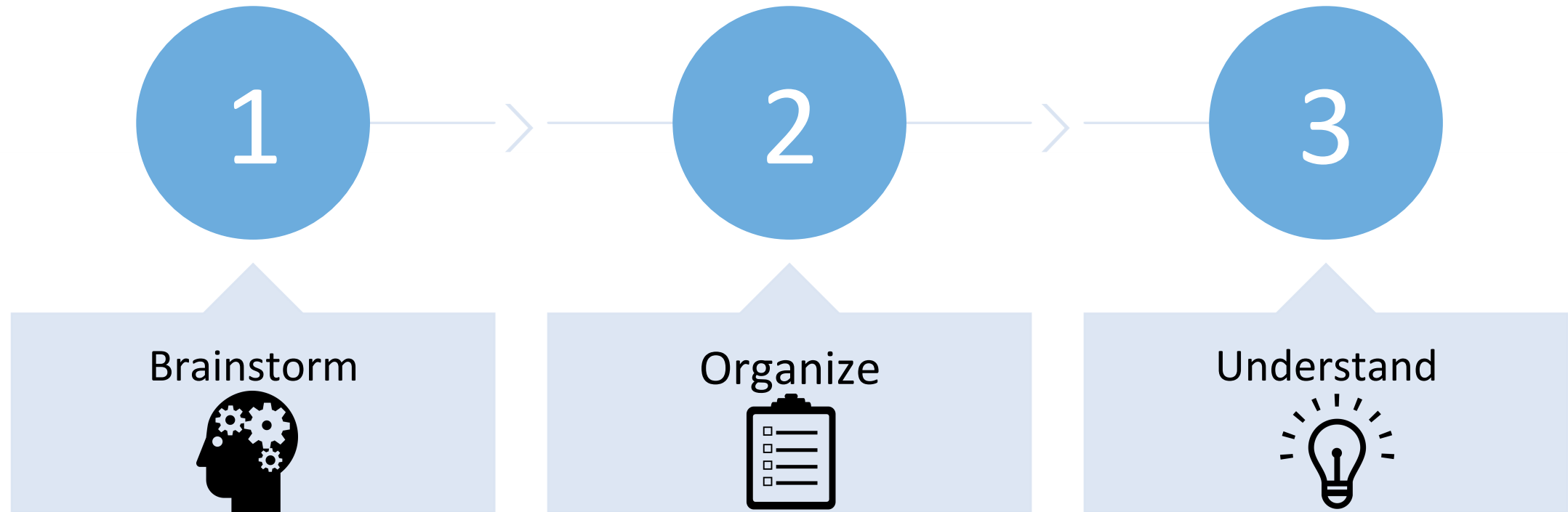
## Stakeholder Relations

(Sample Organization = Condominium Building)



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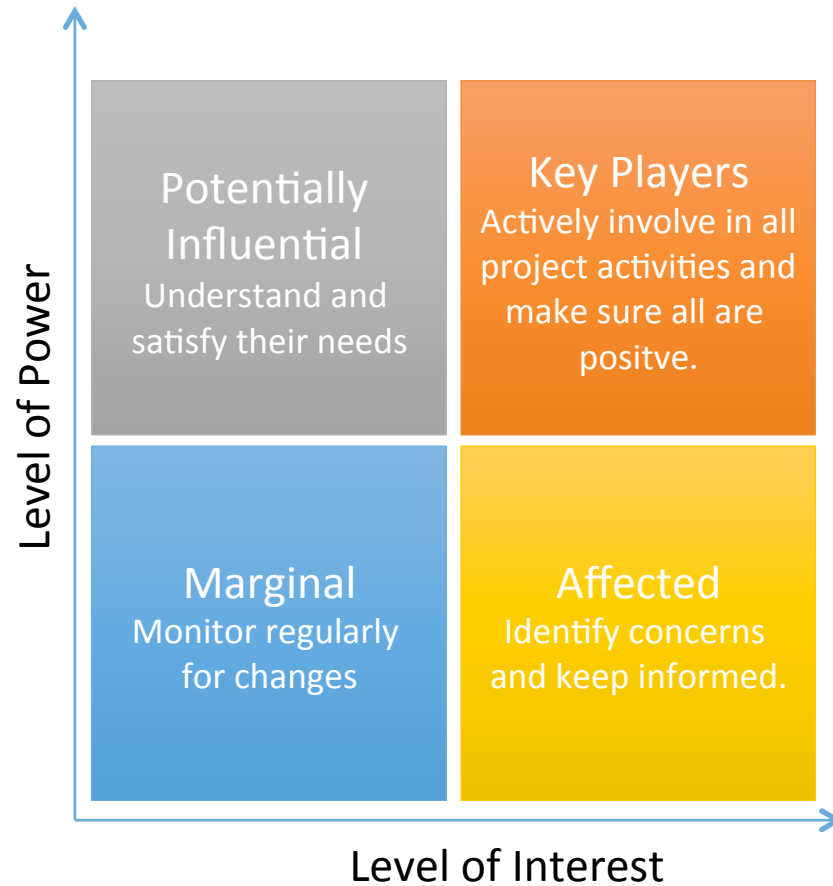
# Steps to conducting a stakeholder analysis:



# Tools for Mapping Stakeholders

1. Power/Interest Grid
2. Stakeholder Matrix

# Power/Influence Grid



## List of Stakeholders

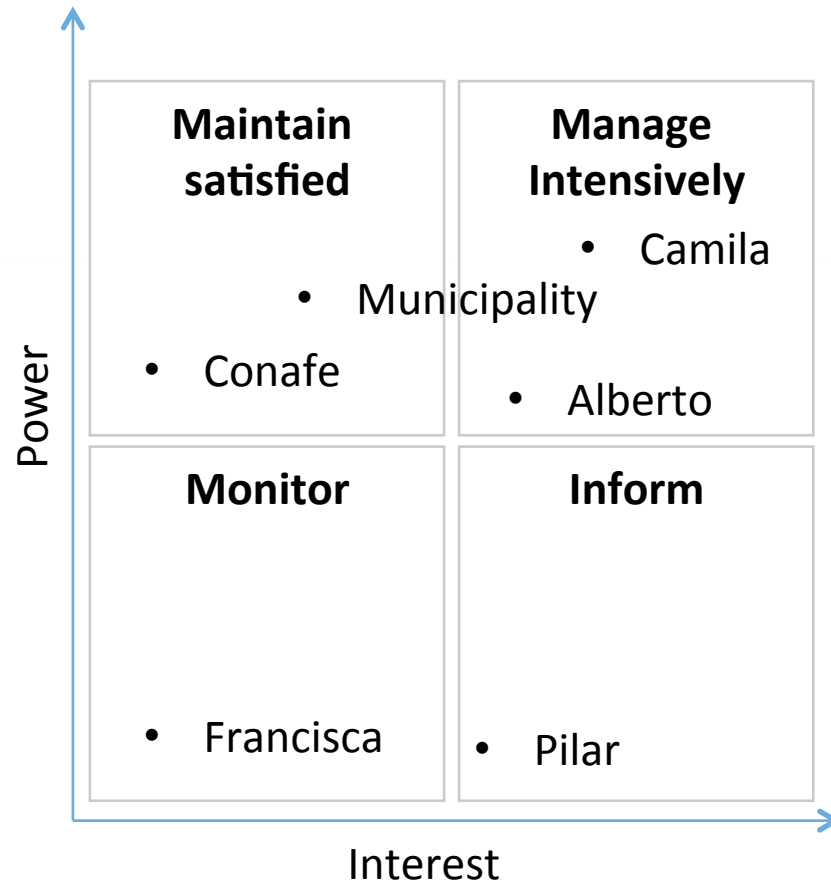
### Direct:

- Alberto
- Francisca
- Camila

### Indirect

- Municipality
- Pilar
- Conafe (electricity Co.)

# Analysis



## List of Stakeholders

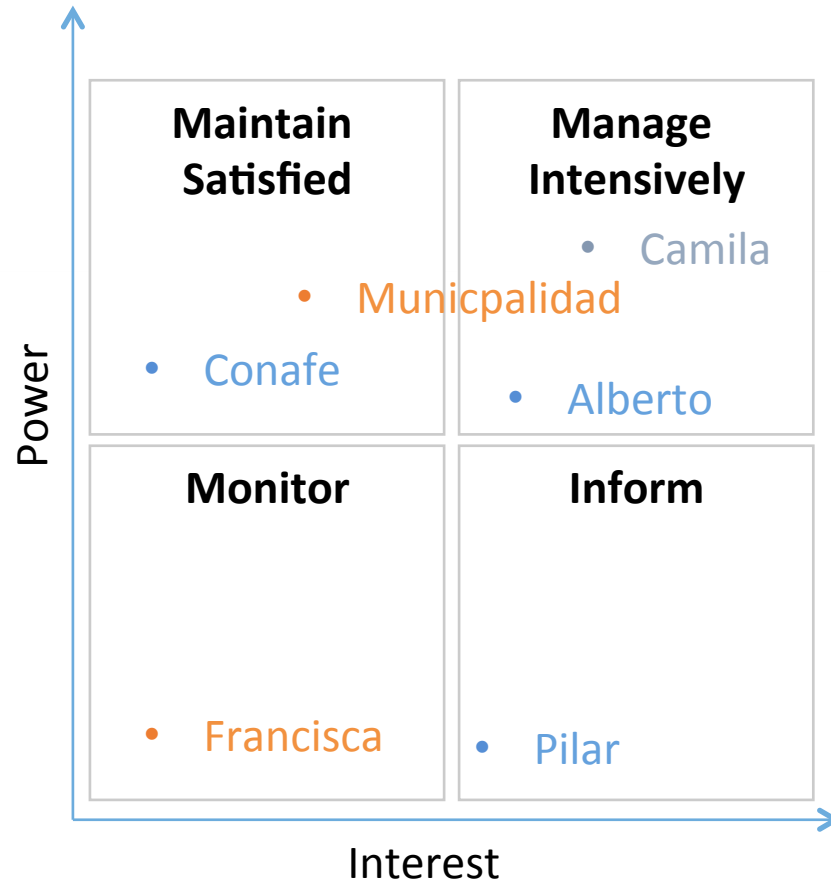
### Direct:

- Alberto
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- Municipality
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# Analysis



## List of Stakeholders

### Direct:

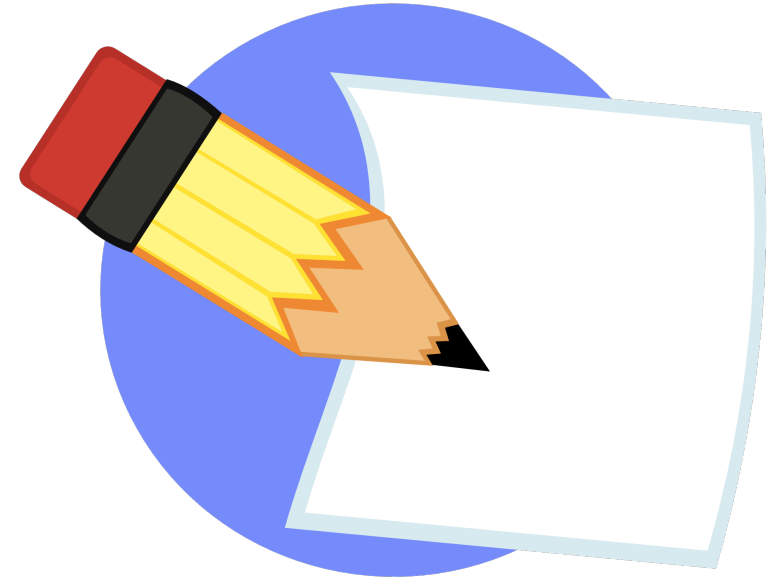
- Alberto
- Francisca
- Camila

### Indirect

- Municipality
- Pilar
- Conafe (electricity Co.)

# Activity

Using the worksheet sketch an initial power/interest grid.



# Stakeholder Matrix

- A stakeholder matrix is a good way to systematize information that you have collected by adding more details and information.





# Stakeholder Matrix

Stakeholder	Stakeholder Influence (H/M/L)	Stakeholder Attitude (+/-)	Intensity of Impact (H/M/L)	Priority for the success of the project (H/M/L)	Interests
Direct					
Alberto	M	+	M	H	Earns more
Francisca	L	-	L	L	Loses importance
Camila	H	+	H	H	Leads initiative
Indirect					
Municipality	H	-	L	M	Loses influence
Pilar	L	+	L	L	Is interested
Conafe	M	+	M	M	Earns more

# Categories

- What are other analysis Categories that you can think of?

# Activity

Identifying your own categories, use your power/interest grid to start building out a stakeholder matrix.

