

STAKEHOLDER MAPPING

Scale Toolkit



A tool to help you nurturing the right relationships in a strategic way.

By understanding your stakeholders, you can better communicate, collaborate, and create strategies that consider their needs, expectations, and influence. A stakeholder map basically helps a team to understand who the stakeholders for a project are, their key characteristics, and how to engage them effectively.

The primary outcomes of a stakeholder map include:

- a comprehensive list of stakeholders involved with the project;
- any categorization of them;
- and an understanding of how to interact with each one.

HOW TO BUILD IT?

Creating a stakeholder involves:

- 1. Generate a list of stakeholders:** Gather your team and brainstorm all the potential stakeholders involved in your project. These could be individuals, groups, or organizations that are affected by or can affect your project. Don't limit yourself at this stage - the goal is to be as comprehensive as possible.
- 2. Map the stakeholders based on their characteristics:** Once you have your list, the next step is to understand each stakeholder's level of interest and influence. Interest refers to how concerned the stakeholder is about the outcomes of your work, while influence refers to the power a stakeholder has to facilitate or impede your project's success.

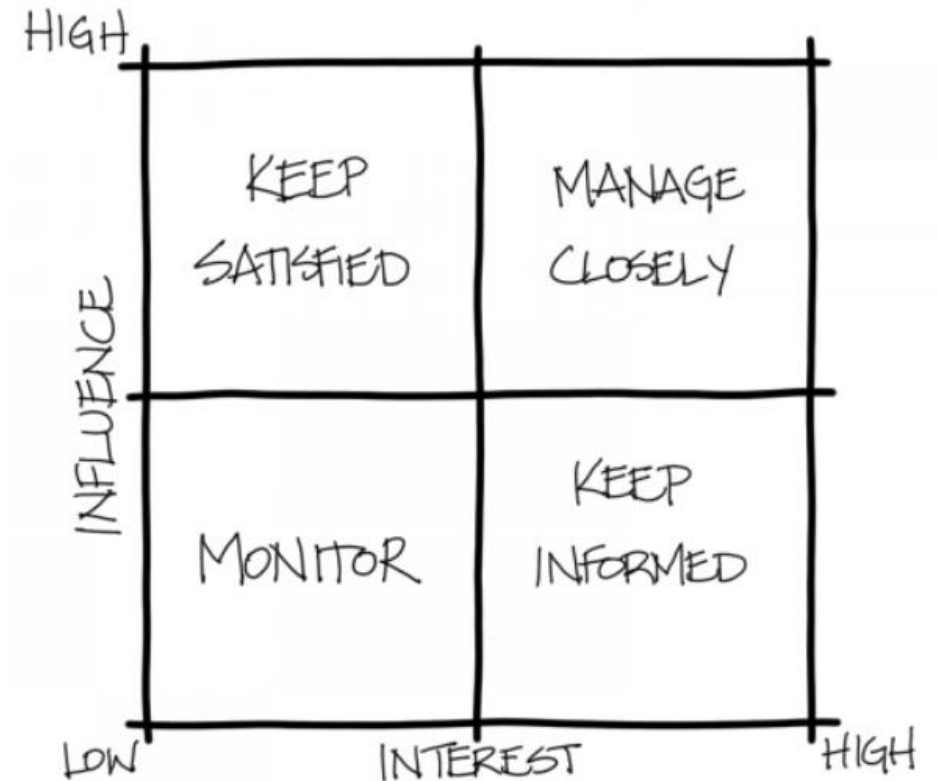


Image by Inside Product

HOW TO BUILD IT?

To do this, create a two-by-two matrix with one axis representing '**interest**' and the other '**influence**'. Place each stakeholder on the matrix based on their level of interest and influence. This will give you four quadrants:

- **High Interest, High Influence:** These are your key players. They care deeply about your project and have the power to significantly affect its outcome. Engage with them closely and make sure they are satisfied.
- **High Interest, Low Influence:** These stakeholders are highly interested in your project but have limited power to affect it. Keep them informed and consider their input and feedback.
- **Low Interest, High Influence:** These stakeholders may not be very interested in your project, but they have significant power. It's important to keep them satisfied and to ensure they understand the benefits of your project.
- **Low Interest, Low Influence:** These stakeholders have little interest in your project and little power. Monitor them, but don't invest too much time unless their interest or influence increases.

Remember, you can use a stakeholder map beyond a one-time activity. It can be revisited regularly, ensuring that your stakeholder engagement strategies remain effective and relevant and giving you some insights about how you are engaging important players in the field to deliver your solution.

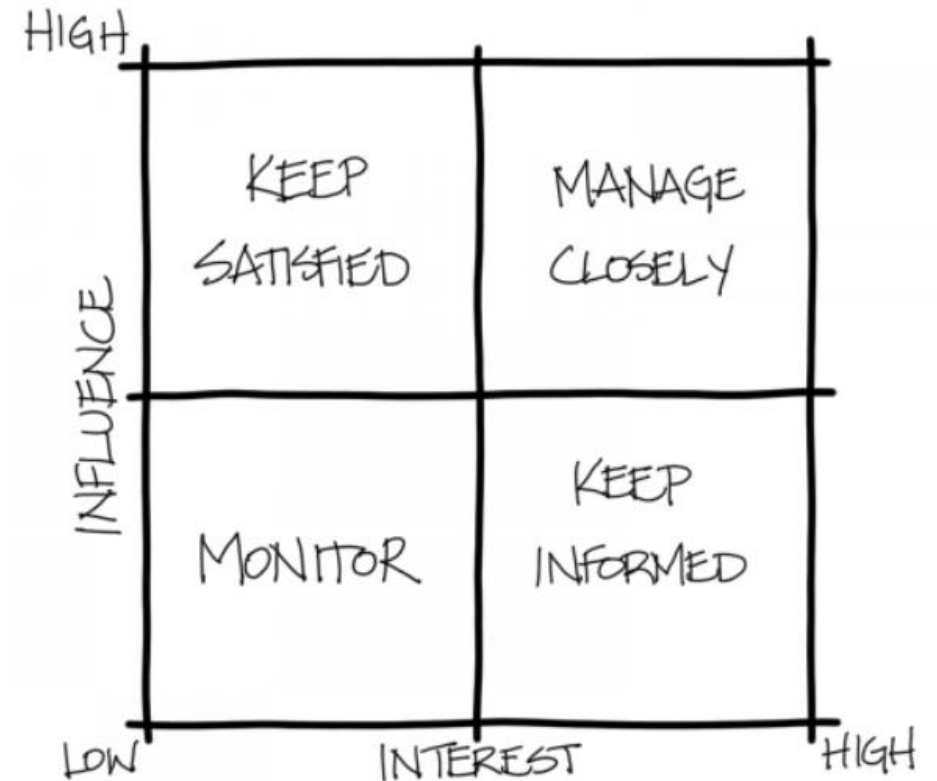


Image by Inside Product

MAPPING STAKEHOLDERS

You can list all the stakeholders you want to manage. You can start putting all you can imagine and then filtering it when doing the exercise on the next slide. Feel free to use the chosen categories or edit according to your reality. Use the tool document attached for your input.

<<category1>>

<<category2>>

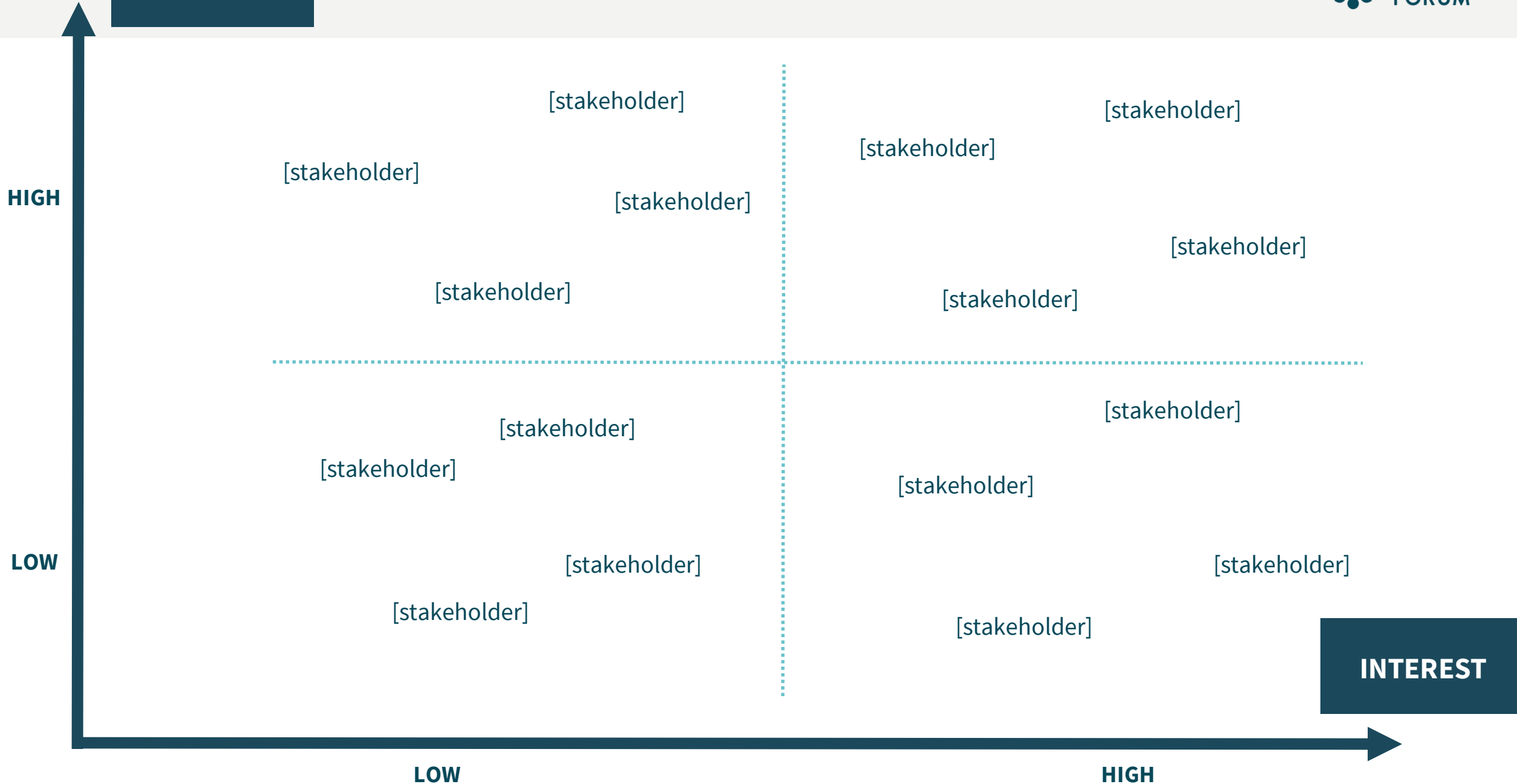
<<category3>>

<<category4>>

<<category5>>

<<category6>>

INFLUENCE



Congratulations on completing your stakeholder map! You've taken an important step towards understanding the landscape of your project and the key players who can influence its success. But what comes next?

Now that you've identified your stakeholders and their levels of interest and influence, it's time to put this knowledge into action. Here are some steps to consider:

1. Develop Engagement Strategies: Each stakeholder group requires a unique approach. For high interest, high influence stakeholders, you might need to engage them closely and frequently. For those with low interest but high influence, you might need to focus on raising their interest level.

2. Communicate Effectively: Tailor your communication to each stakeholder group. This could mean regular updates for some, or only occasional, high-level updates for others. Remember, effective communication is key to managing relationships.

3. Monitor and Adjust: Stakeholder mapping is not a one-time activity. As your project evolves, so too will your stakeholders and their levels of interest and influence. Regularly revisit your stakeholder map and adjust your strategies as needed.

4. Leverage Stakeholder Strengths: Each stakeholder brings unique strengths and resources. Look for opportunities to leverage these to further your project goals.

Remember, stakeholder mapping is a tool to help you navigate the complex landscape of your project. It's not a magic solution, but a guide to help you manage relationships and work towards your goals more effectively. Keep it updated, use it wisely, and it can be a powerful tool in your journey to scale.



A fictional example:

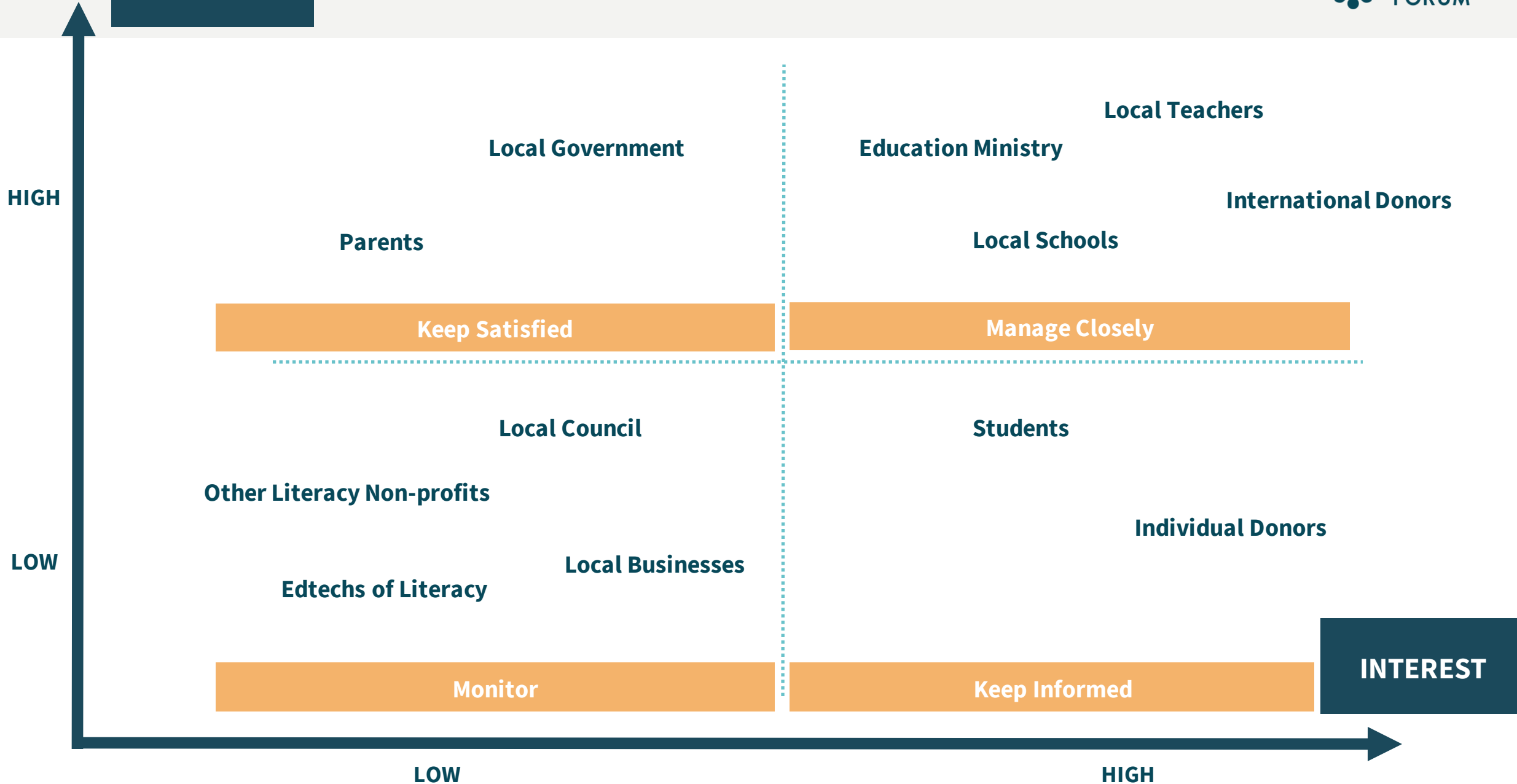
EduEmpower India is a non-profit organization that aims to improve literacy rates in underprivileged urban communities through a teacher training program.

MAPPING STAKEHOLDERS

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GOVERNMENT	FUNDING
Local Government bodies	International Donors
Education Ministry	Local Businesses
Local Council	Individual Donors
SCHOOL COMMUNITY	PARTNERS OF IMPLEMENTATION
Local Teachers	Local Schools
Students	Other Literacy Non-profits
Parents	Edtechs of Literacy
School Leaders	

INFLUENCE



INTEREST

LOW

HIGH



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