A Rough Guide to Stakeholder Mapping

Stakeholder Mapping

Background → Stakeholder mapping is the systematic identification, assessment and logging of the stakeholders to a project to generate an action plan for liaison.

First Step → The first step is to identify the stakeholders on your project and the relationships between them. This can be done first as a mind-map and then transferred to a register.

Definition → A stakeholder is any person or organisation that is affected by or can affect, both positively and negatively, your project.

Key Point:
Stakeholders can secure or derail your project. Project leaders need to have a process to identify and manage their key stakeholders.
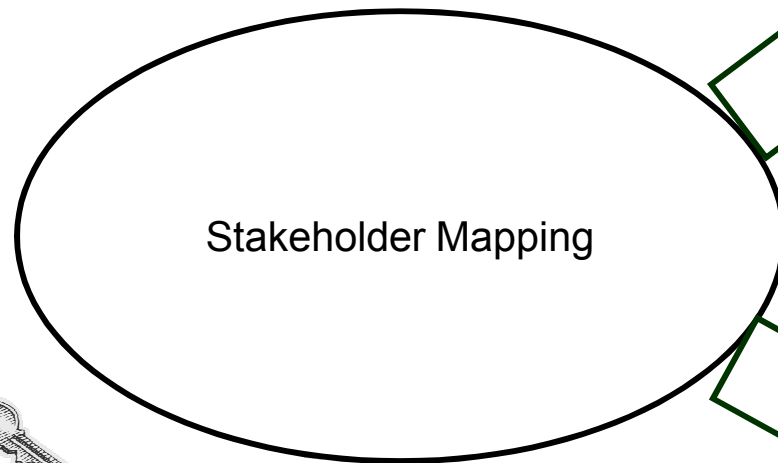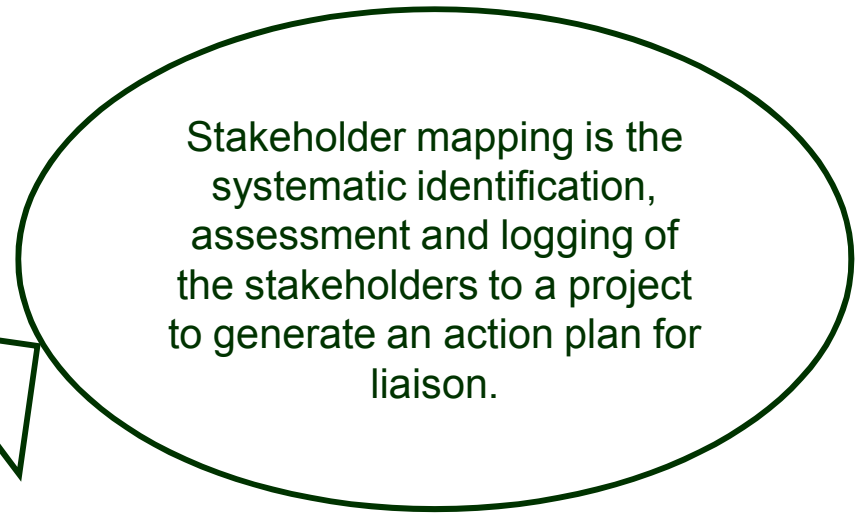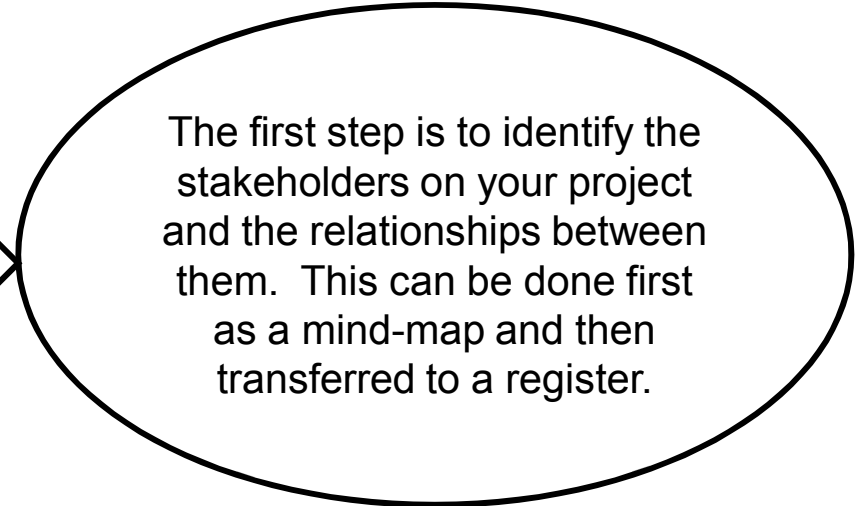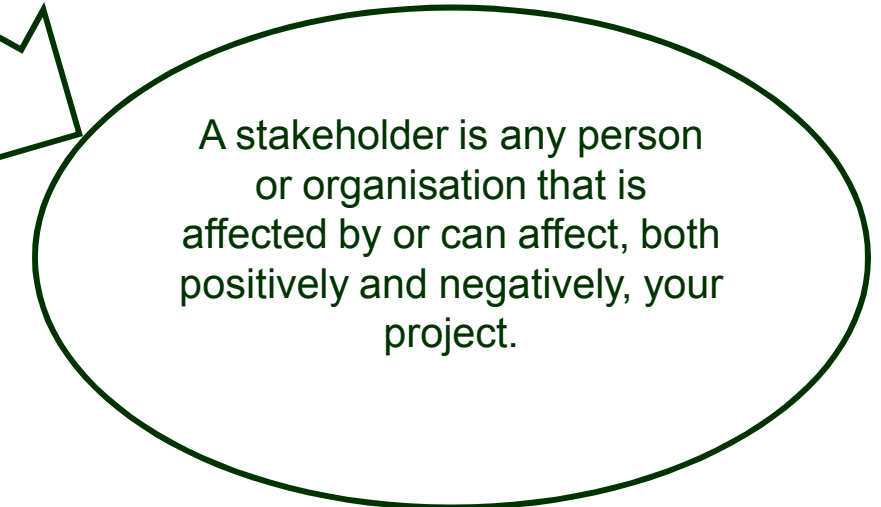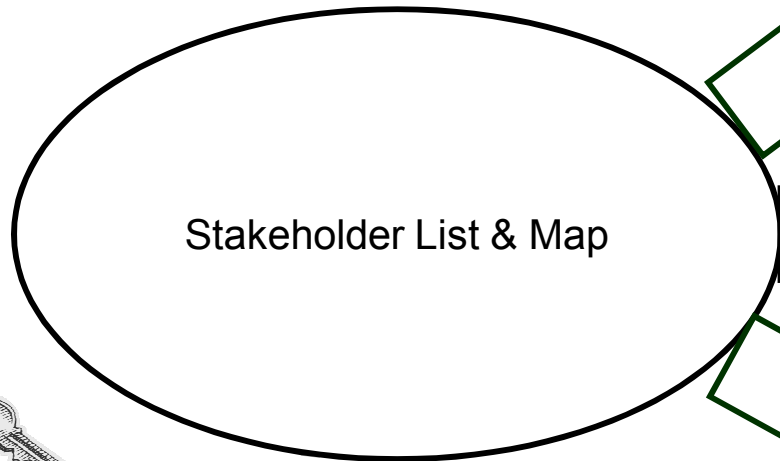
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Quote:

"Lists simplify, clarify, edify."

Tom Peters

Stakeholder List & Map

Background

Evaluate stakeholders on their value to the project, willingness to engage and their positive and negative power to affect the project.

Next Step

The next step is to assess the stakeholders on your project in terms of interest and influence in the project. This will help to prioritise your actions on the most effective stakeholders.
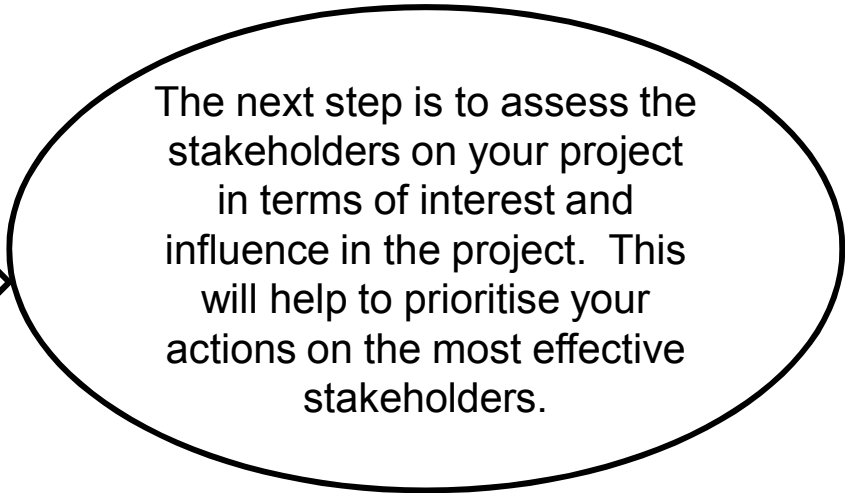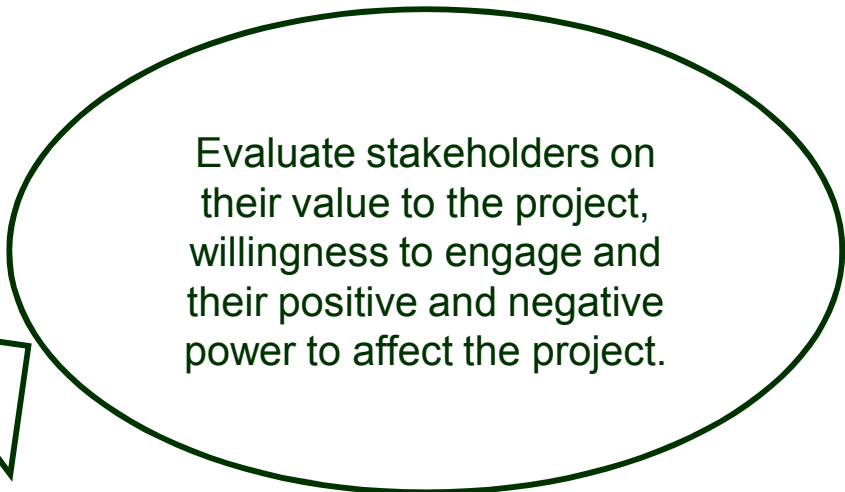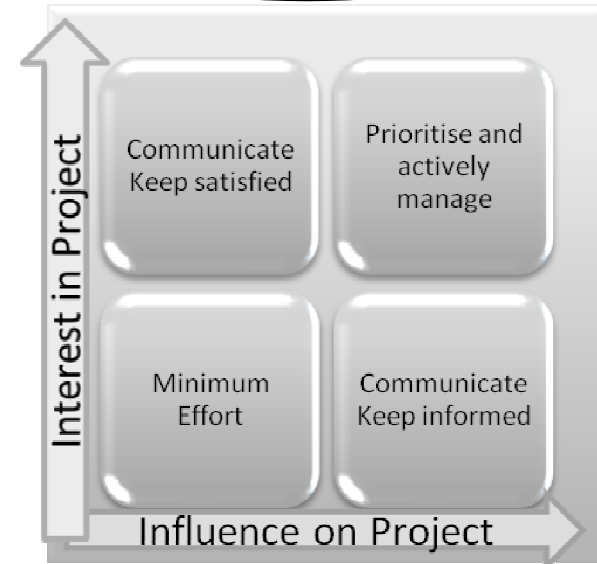
Assessment Grid

Key Point:
The basic principle of assessing people's attitude towards your project and their power to influence the outcome will show you who to focus on and, frankly, who to ignore.

Interest in Project

| Communicate Keep satisfied | Prioritise and actively manage |
| Minimum Effort | Communicate Keep informed |

Influence on Project

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Quote:
"You will have unhappy stakeholders if you don't keep them up to date during the project and make sure reality matches their expectations"
Eddie Obeng

Initial Stakeholder Assessment

Key Point:
In this stage start to build a full picture of your key stakeholders and particularly the issues which concern them. How can you address those issues?

Background

Remember that your own project team members are key stakeholders too.

Next Step

Starting with the most interested and influential stakeholders identify their key issues to resolve and also complete necessary background information eg contact details.

Background

Stakeholder mapping can help project leaders to identify key blockers and facilitators and thereby helps them to protect their projects objectives.

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Quote:

"You'll have problems if you tend not to manage your stakeholders"
Eddie Obeng

Detailed Stakeholder Assessment

Background

Stakeholder mapping is the systematic identification, assessment and logging of the stakeholders to a project to generate an action plan for liaison.

Final Step

The final step is to develop and implement an action plan to communicate with the key stakeholders and address their issues.

Definition

Key Point:

Above all develop an action plan to address the issues identified and update it regularly.

Stakeholder liaison will lead to feedback. Remember to update the assessment and action plan on a regular basis (probably monthly).