Stakeholder Mapping

**The Three i’s**
Identify who the key stakeholders are for your chosen population:
1. Who is influential?
2. Who will be impacted by the work?
3. Who is/will be involved in the work?

**Stakeholder Involvement Plan**
The table below is an example of how you can log who your stakeholders are, their level of involvement and how you plan to communicate with them.

The tool will help you review your stakeholders and identify those who may not be involved but are highly influential.

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Type</th>
<th>Level of impact</th>
<th>Level of influence</th>
<th>Current commitment</th>
<th>Engagement Plan</th>
<th>Communication plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Influenced</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>e.g. invite to next project team meeting, invite to next project board</td>
<td>e.g. include in group mailing list to ensure always informed.</td>
</tr>
<tr>
<td></td>
<td>Impacted</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Involved</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Stakeholder Grid**
Plot your stakeholders on the graph. This tool will help you identify the suitable approach.

<table>
<thead>
<tr>
<th>Influence</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep satisfied</td>
<td>Manage closely</td>
</tr>
<tr>
<td>Monitor (minimum effort)</td>
<td>Keep informed</td>
</tr>
</tbody>
</table>

**Empathy Map**
Brainstorm the perspectives of your stakeholders, what could be affecting their thoughts. Map each stakeholder individually.

- Worries?
- Aspirations?
- Colleagues/peers thoughts?
- Perspectives of those senior/junior to them?
- Public attitude?
- Environment?
- Who influences them?
- Fears?
- Frustrations?
- Obstacles?
- Behaviour?
- Wants/needs?
- Success to them?
- What matters?
- What do they see, do, hear, think and feel?