

CAPACITY TOOL 1: MAPPING STAKEHOLDERS

MAPPING STAKEHOLDERS¹

When mapping a community, use the below 'Stakeholder Analysis' to:

- identify people, groups, and institutions that will influence your initiative (either positively or negatively)
- anticipate the kind of influence, positive or negative, these groups will have on your initiative
- develop strategies to get the most effective support possible for your initiative and reduce any obstacles to successful implementation of your program.

Stakeholder	Stakeholder Interest(s) in the project	Assessment of impact	Potential strategies for obtaining support or reducing obstacles

1. Identify all the people, groups, and institutions that will affect or be affected by your initiative and list them in the column under "Stakeholder."
2. List specific interests these stakeholders have in your project under the column "Stakeholder Interest(s) in the Project.". (e.g., the project's benefit to the stakeholder; the changes that the project might require the stakeholder to make; and the project activities that might cause damage or conflict for the stakeholder).
3. Ask: how important are the stakeholder's interests to the success of the proposed project? Consider:
 - The role the key stakeholder must play for the project to be successful, and the likelihood that the stakeholder will play this role
 - The likelihood and impact of a stakeholder's negative response to the project

Assign A for extremely important, B for fairly important, and C for not very important. Record these letters in the column entitled "Assessment of Impact."

4. The final step is to consider the kinds of things that you could do to get stakeholder support and reduce opposition (e.g., how you might approach each of the stakeholders; what kind of information will they need? How important is it to involve the stakeholder in the planning process? Are there other groups or individuals that might influence the stakeholder to support your initiative?)

Record your strategies for obtaining support or reducing obstacles to your project in the last column in the matrix.

¹ Capacity tool borrowed directly from <http://erc.msh.org/quality/ittools/itstkan.cfm>

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For more information:

Management Sciences for Health and UNICEF. (1998). *Stakeholder Analysis*. Retrieved from <http://erc.msh.org/quality/ittools/itstkan.cfm>