TOOL – Stakeholder mapping

Who are our stakeholders in this change?

Anyone who is **affected** by, or can **effect** your change

CHANGE CREATION

Internal hierarchy

Stakeholders

Employees

Peers

Funders

Audiences

Customers

Anyone who is affected by,
or can effect your work

Board

Elected officials

Potential audience

Collaborators

Your boss

Partners

Regulator

Suppliers

CHANGE CREATION

Stakeholder mapping

Reflect on the change you are creating.

1. Jot down all your stakeholders – anyone affected by or effecting your change (individuals and teams, not locations and layers) and be exhaustive.

2. Select some of the most significant ones and complete the stakeholder map

3. If there are areas that you can't complete then identify actions to gain the insight you need

4. *Next step – convert this insight into an influencing plan that affects stakeholders' engagement*

Stakeholder map

Stakeholder	Relationship to you	How they feel now (score)	How you need them to feel (score)	Their concerns/ issues or resistance	Their interests or wins	Who they listen to
1						
2						
3						
4						
5						

How they feel now: Unconvinced **(U)**, Neutral **(N)**, Accept **(A)**, Supportive **(S)**, Committed **(C)**
How you need them to feel: Neutral **(N)**, Accept **(A)**, Support **(S)**, Commit **(C)**

Unconvinced – Seen to be against what you are doing. Provides reasons "Why not?" May / will not do what is needed.
Neutral – Seen as neither resistant nor supportive. Not viewed as a barrier. Apathetic, not interested, and no energy.
Accept – Seen as willing to go along with your work. Does what is needed--often not more. May be playing it safe--may not really be on board
Support (ive) – Seen as positive about your work and recognizes the need. Willing to be verbally supportive of the change.
Committed – Seen to be actively supportive of your work. Provides tangible resources and is visibly involved.

CHANGE CREATION

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