

ACTIVITY:

Stakeholder Mapping



Share knowledge and shape your next steps.

At early and key moments in an initiative, sharing knowledge about constituents will align the team so they can make sense of the greater picture and progress together.

By visually laying out the eco-system, you'll have the ability to zoom in/out, see opportunities, and create more reliant solutions. Keep or digitize maps to utilize as on-going communication tools.

1. List the Stakeholders (one per sticky)

Clearly state the topic to your diverse team. Generate a broad list of stakeholders. Include individuals and groups that are affected or influential.

2. Place Stakeholders on Map (most important near center)

Start to think visually, spatially, and in relations. By using sticky-notes, you can discuss and place entities together or with separation.

3. Add Expressions to Stakeholders (use additional stickies)

Reinforce that these are people! Capture their mindsets (not questions) in thought-bubbles and bring stakeholders to life. Consider their hopes or fears.

4. Arrange and Show Connections

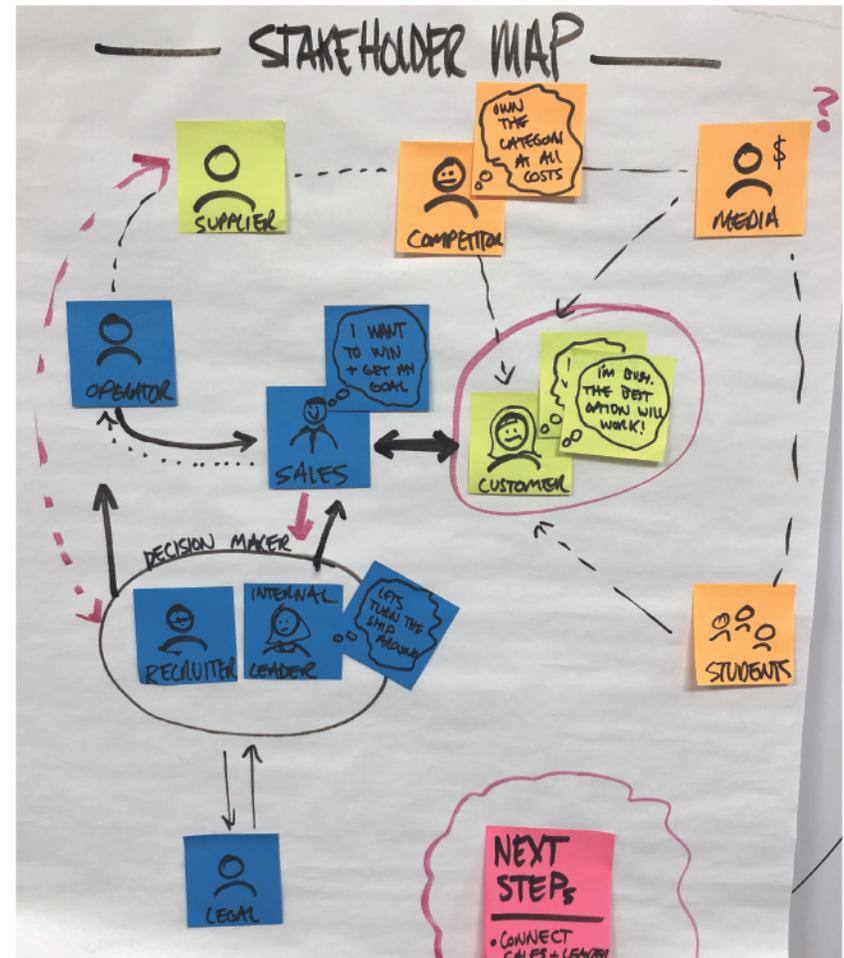
Consult with the group and move stickies, if insightful. Drive clarity with visuals like lines, arrows, and circling of groups. Represent where value flows. Use varying line types and shapes to communicate effectively what's happening.

5. Analyze and set Next Steps

Your map has the right level of useful information. Now, consider the perspectives from different stakeholders. Look at what is missing. Where are there opportunities? Capture findings and determine actions.

Tips:

- Balance breadth and relevance for the amount of stakeholders on the map. Prioritize by asking the group to start with the most important.
- Facilitator should be listening and capturing, not contributing (until later).
- Remember this is an iterative approach. Be flexible with the steps.



What could you do from here?

- Turn opportunities into action steps like learning or experimenting.
- Utilize the "Questions, Assumptions, Action" method.
- Use the map for communication. Digitize or keep posted for others.

See guided videos and more @ : www.advanceconcepts.co/activities