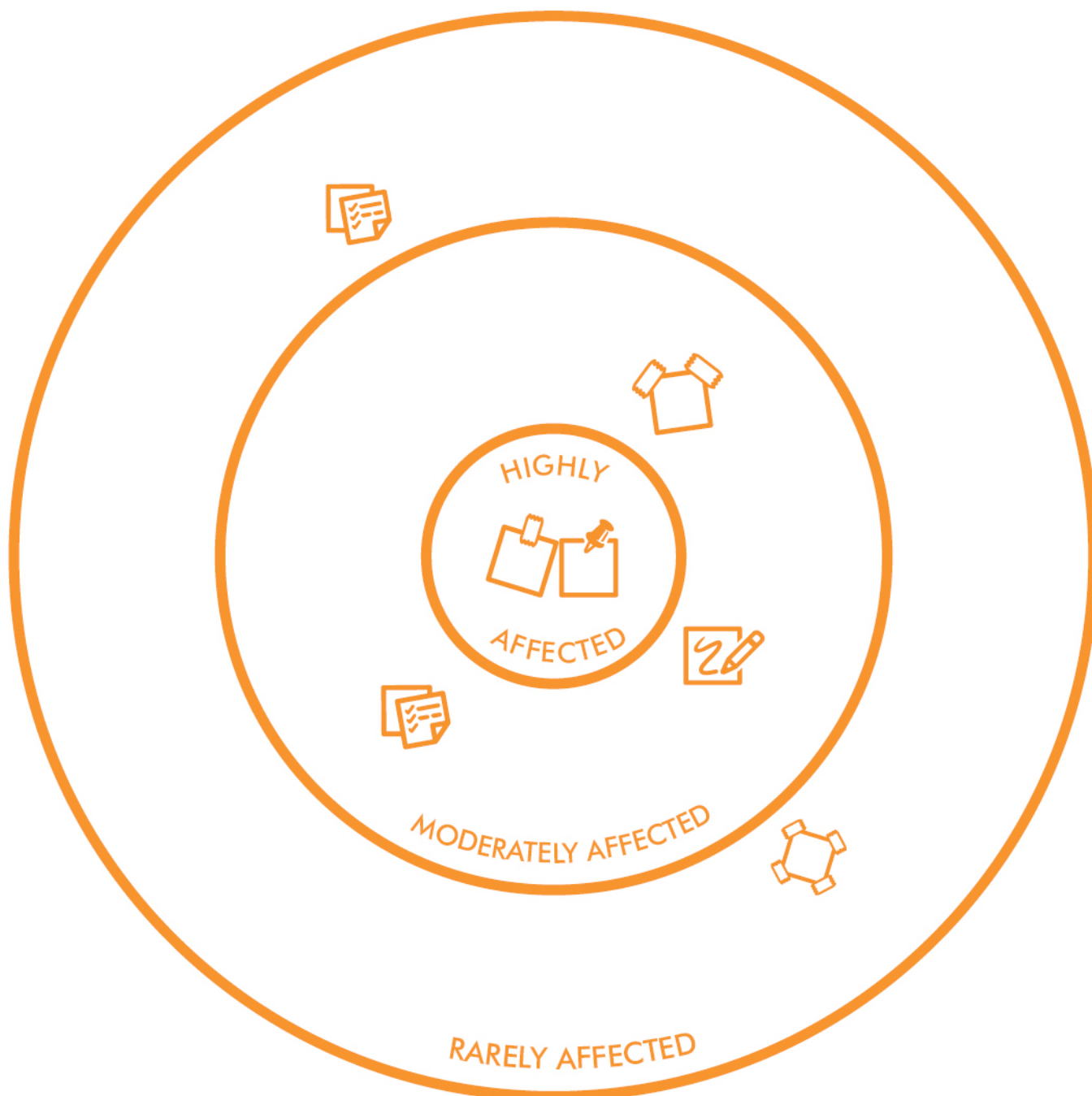


# STAKEHOLDER ENGAGEMENT TOOL

A Stakeholder Engagement Map helps to identify who your project will affect and the level of engagement you need for each stakeholder group. The tool will help you identify which stakeholders you need to engage when planning communication and change activities.



THE STRATEGY GROUP

# STAKEHOLDER ENGAGEMENT INSTRUCTIONS



- Time:** 30 minutes
- Complexity:** Easy
- People:** 1-10 people
- Materials:** Whiteboard, Whiteboard pens, Post-It Notes

**TOP TIP:** This tool is best used to plan change and communication activities.

## WHY LOOK TO ENGAGE STAKEHOLDERS?

Every innovation implementation will impact stakeholders in some way, shape or form. Having support from these stakeholders will be critical to the success of your innovation project.

## HOW DO I USE A STAKEHOLDER ENGAGEMENT MAP?

Use the steps below to map out your stakeholder engagement activities:

### INSTRUCTIONS

- 1 Draw large concentric circles on a whiteboard as featured on page 1.
- 2 Label your circles with “Highly Affected”, “Moderately Affected” and “Rarely Affected”.
- 3 As a team, identify key stakeholders, one per Post It Note, you will need to engage.
- 4 As a team, discuss the degree to which each stakeholder group will be affected by the project.
- 5 Place your Post-It notes inside the relevant circle on the *Stakeholder Map*.
- 6 Agree what action you will take to engage each group of stakeholders.

Regularly revisit your *Stakeholder Engagement Map* throughout project to make sure you are engaging stakeholders as planned and to see if any stakeholders have moved with respect to their level of impact.