

STAKEHOLDER MAPPING

(Taken from the book *Gamestorming*)

Duration of activity: 45 minutes

HOW TO PLAY

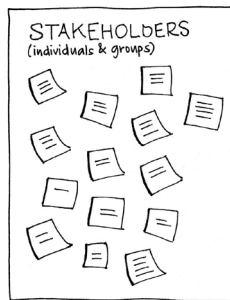
There are a number of variations in mapping out stakeholders, and a team may change or add variables to the equation, depending on the circumstances. The most common way to map is by power and interest. Power: describes a stakeholder's level of influence in the system—how much he can direct or coerce a project and other stakeholders. Interest: describes the degree to which a stakeholder will be affected by the project. By setting up a matrix with these two axes, you are ready to begin.

STEP 1:

Create a List of Stakeholder Groups

On individual post-it notes, write down various stakeholders and place them randomly on a whiteboard or flat surface. Begin to organize your stakeholders by answering the following key questions.

- Who will be impacted by the project?
- Who will be responsible or accountable for the project?
- Who will have decision authority on the project?
- Who can support the project?
- Who can obstruct?
- Who has been involved in this kind of topic before?



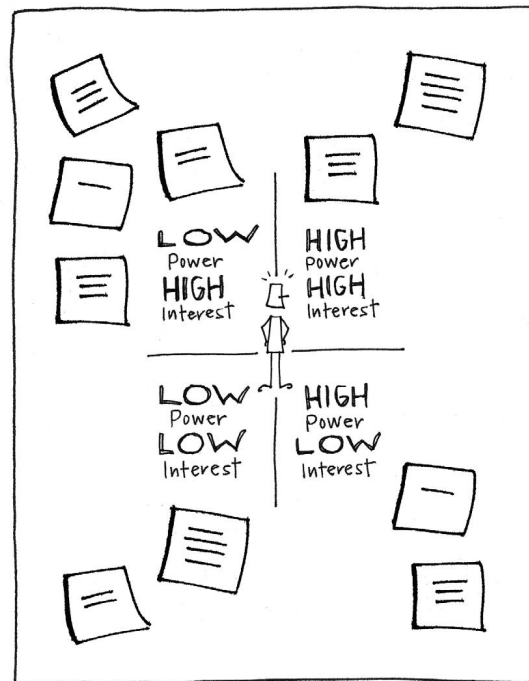
A typical list of stakeholders may include these groups:

- The customer, user, or beneficiary of a project
- The team or organizations doing the work
- The project's managers
- The project's sponsors, who finance the project
- Influential parties or organizations

STEP 2:

Map the List on the Grid

After generating the list of stakeholders, the group maps them into the matrix based on their relative power and interest. If the stakeholders have been captured on sticky notes, the group should be able to place them into the matrix directly.



STEP 3:

Develop a Strategy and Share It Broadly

After each stakeholder has been placed into the matrix, the group will want to discuss specific strategies for engaging their stakeholders.

They may ask:

- Who needs to be informed of what/when?
- Who needs to be consulted about what/when?
- Who is responsible for engaging each stakeholder, and when and how will they do it?

STRATEGY

Along with a RACI matrix and other “people + project” activities, stakeholder analysis is a basic framing tool for any project. For leaders and managers, it clearly scopes out who has what level of input and interest in a project, and can help to align decisions appropriately.