



# STAKEHOLDER MAPPING

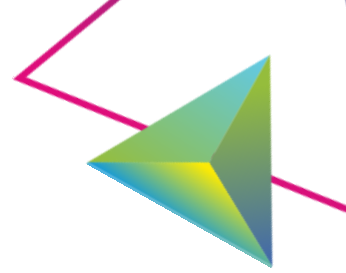


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# Who are stakeholders?

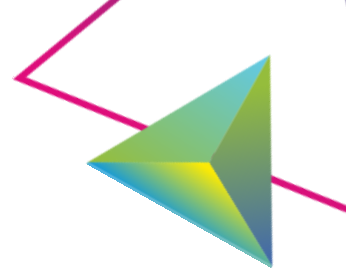


- Stakeholders include anyone who may be impacted by, have influence over, or have some interest or vested interest in a project, issue or challenge.
- This is a broader definition of stakeholder than the Government normally uses: government actors such as policy developers, program delivery staff, and researchers studying a system are also considered stakeholders in the context of this project.

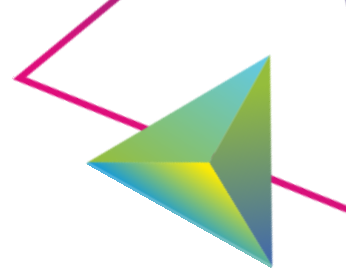


# Examples

- Academics
- Businesses
- Citizens
- Policy makers
- Frontline public servants
- Communities
- NGOs



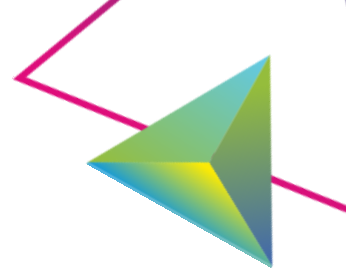
# What is a stakeholder analysis?



- Stakeholder analysis is the technique used to identify these key actors
- A stakeholder analysis can be represented as a visual map and is often presented as a grid or matrix that measures power and/or interest.
  - Identifying stakeholders
  - Understanding stakeholders
  - Prioritizing stakeholders
- Stakeholder analysis is usually a multistage process - you may not get it “right” the first time!



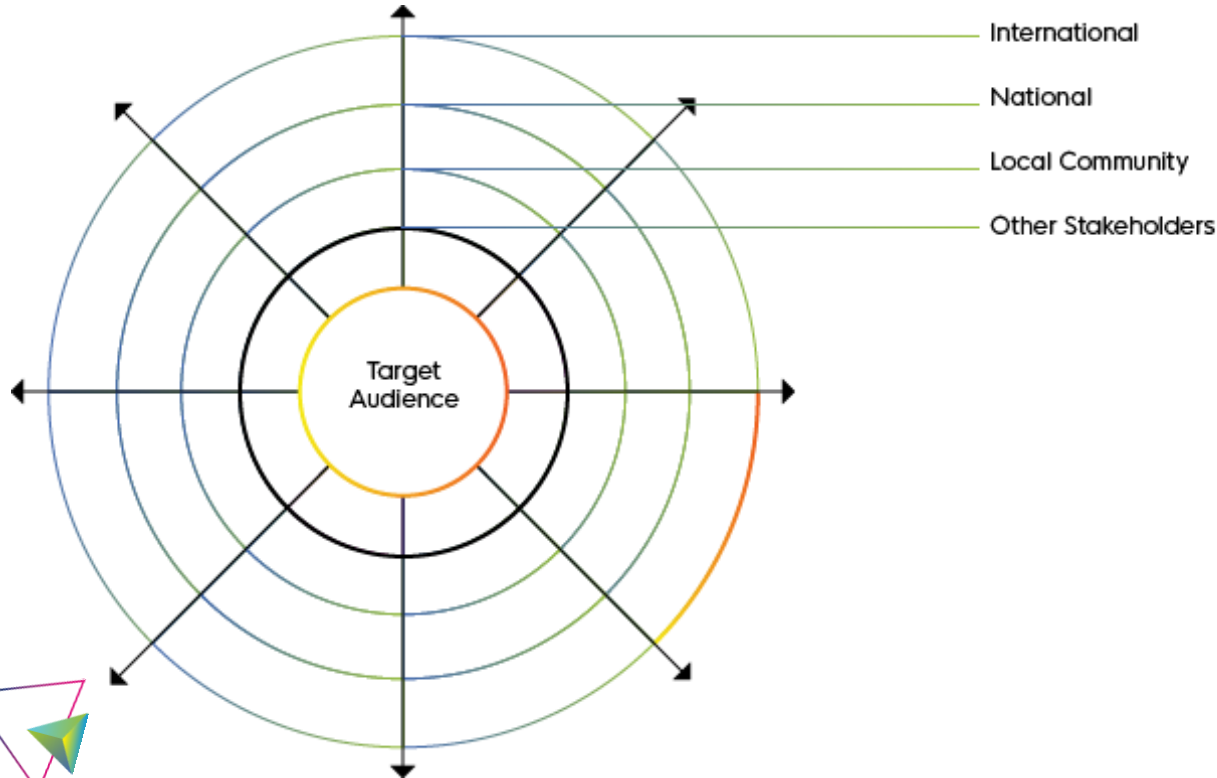
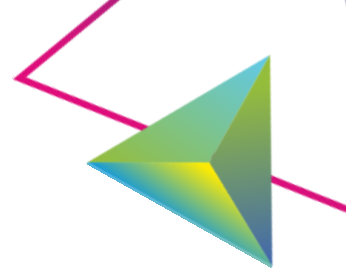
# Identifying stakeholders



- The first step in a stakeholder analysis is to brainstorm who are the stakeholders.
- Think of all the people who are affected by your work, who have influence or power over it, or have an interest in its successful or unsuccessful conclusion.
- If your initial brainstorming session results in a large number of stakeholders, consider grouping them by interest, and then assess their importance within each interest group.



# Radial stakeholder map



- Can help identify stakeholders
- Each section can be used for different themes or topics
- The radial dimension shows increasing scope



# Understand your stakeholders



- You now need to know more about your most salient stakeholders and their needs. You also need to know how best to engage and communicate with them.

- What do your stakeholders care about?

What kinds of concerns might stakeholders have?

- What kind of assumptions do they have about the world?
- What would you like to learn from them?
- What is the best method of communication for different stakeholders?

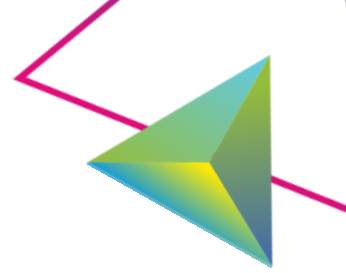


# Links to engagement





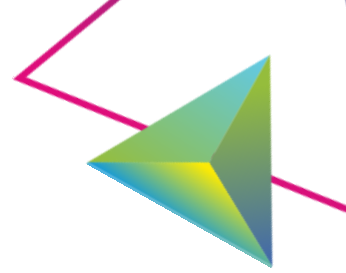
# What is the Purpose of Engagement?



Public engagement provides participants an opportunity to state how an issue affects them, identify underlying values and contribute to shared outcomes.



# Engagement Checklist



1. Clarify your purpose:
2. Clarify who you need to hear from:
3. Clarify what recent, related consultations have taken place or are underway
4. Clarify your assumptions:
5. Clarify your approach:
6. Clarify your success:



# Brainstorm session

Identify and understand your stakeholders

