



STAKEHOLDER MAPPING

continued



Government
of Canada

Gouvernement
du Canada

Canada



Stakeholder analysis



Stages of a Stakeholder analysis

- Identifying stakeholders
- Understanding stakeholders
- Prioritizing stakeholders





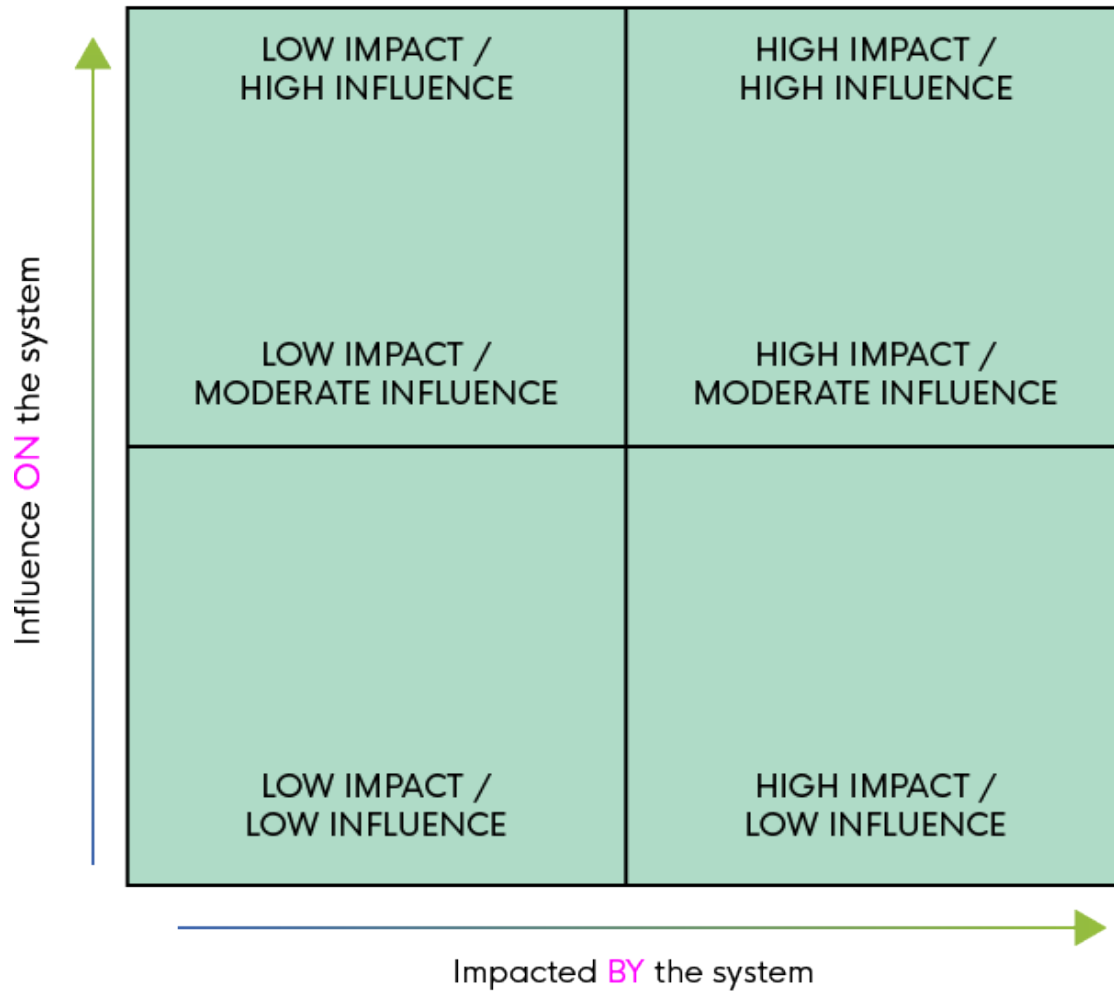
Prioritize stakeholders for your purpose



This step maps out the stakeholders and classifies them by their **influence on** the issue and how they may be **impacted by** the issue.

.







Engagement

- Who are not typically reached by government? Who is excluded, marginalized or unheard?

Design Thinking

- Who has a unique story to tell?

Foresight

- Who has a strong sense of how the system is changing?

Good practice

- Select stakeholders from all quadrants

