

# Stakeholder Mapping

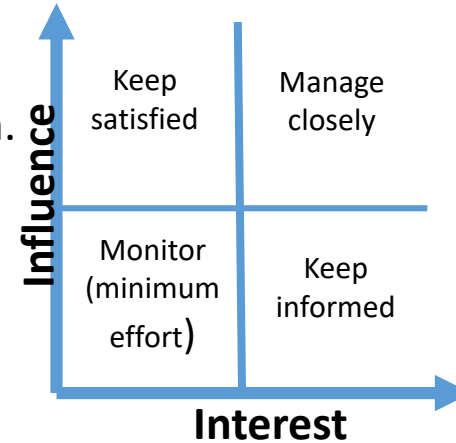
## The Three i's

Identify who the key stakeholders are for your chosen population:

1. Who is *influential*?
2. Who will be *impacted* by the work?
3. Who is/will be *involved* in the work?

## Stakeholder Grid

Plot your stakeholders on the graph. This tool will help you identify the suitable approach



## Stakeholder Involvement Plan

The table below is an example of how you can log who your stakeholders are, their level of involvement and how you plan to communicate with them.

The tool will help you review your stakeholders and identify those who may not be involved but are highly influential.

## Empathy Map

Brainstorm the perspectives of your stakeholders, what could be affecting their thoughts. Map each stakeholder individually.

Worries? Aspirations? Colleagues/peers thoughts? Perspectives of those senior/junior to them? Public attitude? Environment?  
 Who influences them? Fears? Frustrations? Obstacles?  
 Behaviour? Wants/needs? Success to them? What matters?  
 What do they see, do, hear, think and feel?

Stakeholder	Type	Level of impact	Level of influence	Current commitment	Engagement Plan	Communication plan
Name	Influenced Impacted Involved	High Medium Low	High Medium Low	High Medium Low	e.g. invite to next project team meeting, invite to next project board	e.g. include in group mailing list to ensure always informed.