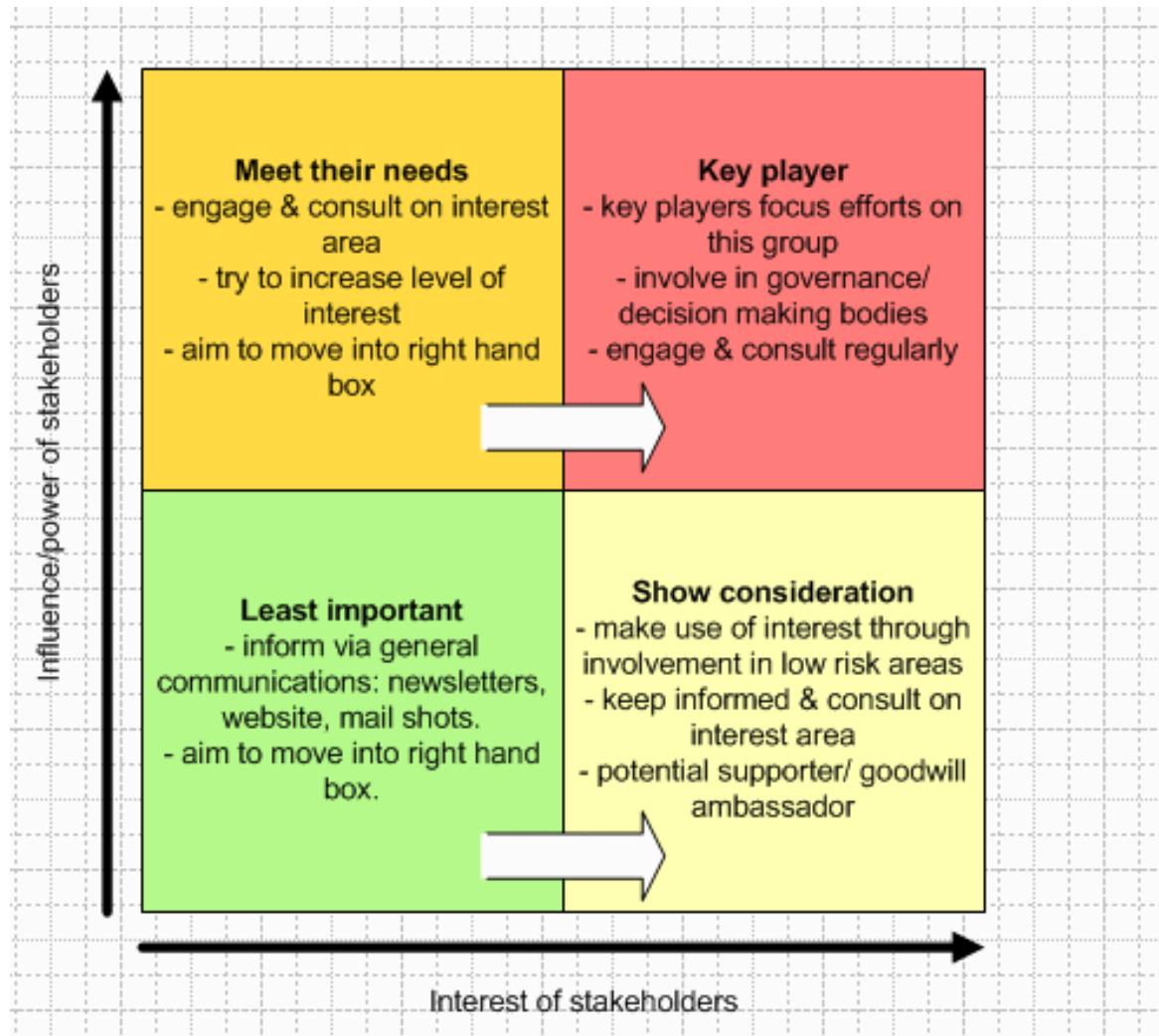


Approaches to Stakeholder Engagement *(from stakeholdermap.com)*

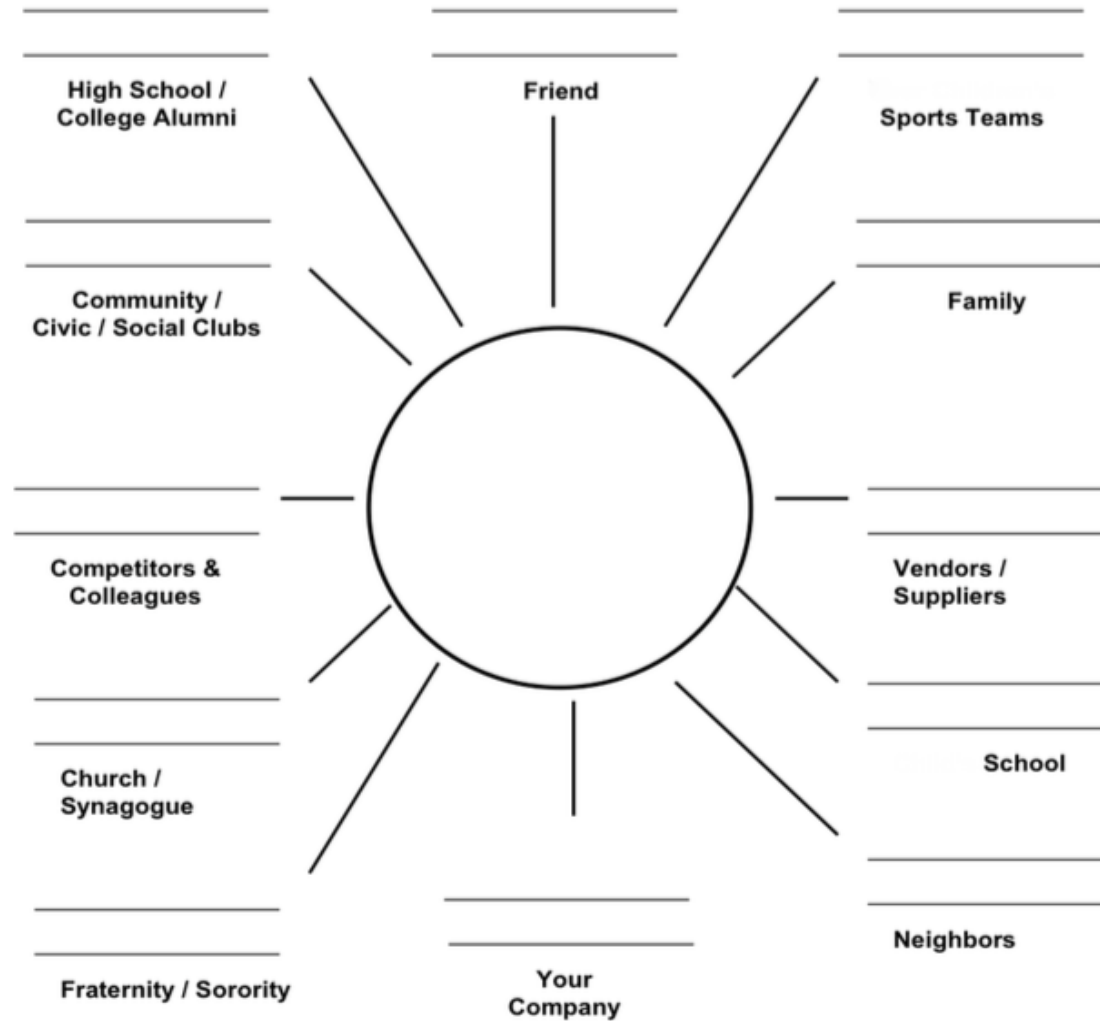


Your Sphere of Influence

First, jot down names or abbreviations for each node in your social network. This comprises your sphere of influence.

Next, highlight any name or abbreviation that you believe to be a stakeholder who is 1.) directly impacted by the social problem or issue you want to tackle/are tackling through your project and likely to be interested in your project (interest); and/or 2.) capable of having impact upon your ability to carry out a project (influence or power).

Finally, here below write down the names or abbreviations of stakeholders that you are not yet connected with:



What actions do I need to take to engage stakeholders?

“Key Players” – that is, individuals and orgs with high interest and high level of influence/power – should be the focus of stakeholder engagement. Involve this group in decision making, governance. Engage and consult regularly.

Stakeholders with high interest but low influence/power: May be potential beneficiaries. Make use of interest through involvement in low risk areas – “do no harm,” bear vulnerability in mind. Keep them informed and consult on interest area, project elements, etc.

For those stakeholders with high influence/power but low interest in your project, engage and consult on interest area, try to increase the level of interest, potentially converting them to an ally, sponsor, or key player.

For those stakeholders with low influence/power and low interest, keep informed via general communications, newsletters, website, etc.

