

STAKEHOLDER INVENTORY TOOLS

A stakeholder analysis identifies and evaluates the level of engagement for anyone in a position to shape or influence the community activation campaign. Understanding stakeholder priorities, interests, and engagement can ensure that the proper people are brought into the campaign at the appropriate times and that there is a shared understanding of how stakeholders can contribute to the campaign success. Stakeholder analyses should be conducted at the start of the campaign and revisited often to ensure stakeholders are being heard and engaged at an appropriate level, and to identify communication and engagement strategies.

For more information: Stakeholder Analysis: <https://www.groupmap.com/portfolio/stakeholder-analysis/>

The following tools can be used to identify stakeholders and map them to their appropriate levels of engagement:

ENGAGEMENT TABLE

Each column in the table below represents an increasing level of stakeholder engagement.

Engagement Level	Inform	Consult	Involve	Collaborate	Empower
Engagement Goal	Keep you informed.	Keep you informed, listen, and provide feedback on how input influences the decision.	Work together and provide feedback on how input influences the decision.	Incorporate advice to the maximum extent possible.	Implement what you decide.
Promise to Stakeholders	Leadership will keep you informed.	Leadership will keep you informed, listen, and acknowledge concerns and aspirations, and provide feedback on how input influenced the decision.	Leadership will work with you to ensure your concerns and aspirations are reflected in the alternatives developed and provide feedback on how impact influenced the decision.	Leadership will look to you for advice, innovation, and solutions, and incorporate your recommendations into the decision to the maximum extent possible	Leadership will implement what you decide.
Example Techniques	<ul style="list-style-type: none"> • Email • Fact sheets • Web sites • Open sources 	<ul style="list-style-type: none"> • Stakeholder input • Focus groups • Surveys • Staff meetings 	<ul style="list-style-type: none"> • Workshops • Polling • Intra-department meetings 	<ul style="list-style-type: none"> • Advisory council • Working groups • Tiger teams • Consensus-building meetings 	<ul style="list-style-type: none"> • Delegated decisions • Meetings • Briefings
Stakeholders	List stakeholders at the “Inform” level of engagement here.	List stakeholders at the “Consult” level of engagement here.	List stakeholders at the “Involve” level of engagement here.	List stakeholders at the “Collaborate” level of engagement here.	List stakeholders at the “Empower” level of engagement here.

ENGAGEMENT TABLE RESOURCE

Stakeholders	Engagement Level	Engagement Desired Outcomes
Stakeholder A	Empower	<ul style="list-style-type: none"> • Informed to lead conversations and X work • Informed to make decisions and set strategic direction • Listen and engage with internal stakeholder groups
Stakeholder B	Collaborate	<ul style="list-style-type: none"> • Informed to lead conversations and post-study work with X Mgmt. and X staff • Contribute to providing insights and feedback to implement post-study recommendations and X strategic direction • Support X Mgmt. and X staff in understanding impacts and ways to engage and support X strategic direction
Stakeholder C	Collaborate	<ul style="list-style-type: none"> • Informed to lead conversations and post-study work with X staff • Contribute to providing insights and feedback to implement post-study recommendations and X strategic direction • Support X staff in understanding ways to engage and support X strategic direction and implementation of recommendations
Stakeholder D	Involve	<ul style="list-style-type: none"> • Informed of post- X study strategic direction • Understand ways to engage and support X strategic direction and implementation of recommendations
Stakeholder E	Collaborate	<ul style="list-style-type: none"> • Informed of X study strategic direction • Understand ways to engage and support CTRP strategic direction and implementation of recommendations
Stakeholder F	Collaborate	<ul style="list-style-type: none"> • Informed of X study strategic direction • Understand ways to engage and support X strategic direction and implementation of recommendations

STAKEHOLDER MAP AND MATRIX - EXAMPLE

Stakeholder Name	Contact Person	Impact	Influence	Importance	Contribution	Block	Engagement
Name	Phone, email, website, address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	What is the strategy for engaging the stakeholder?
EXAMPLE Nurses & Midwives	Phone, email, website, address	High	High	Maintaining working conditions for nurses	Agree for union members to implement the new reforms	Going on strike	Monthly round-table discussions
Patient Advocacy Group	Phone, email, website, address	High	Medium	Maximizing quality of care for patients	Communicate with other stakeholders to express their support for reforms	Making complaints regarding quality of service after the reports	Information and feedback meetings every 6 months
Newspaper	Phone, email, website, address	Low	High	Getting a good story	Print stories that support the new reforms	Printing stories that oppose the new reforms	Quarterly press meetings

STAKEHOLDER MAP AND MATRIX - TEMPLATE

Stakeholder Name	Contact	Impact	Influence	Importance	Contribution	Block	Engagement
------------------	---------	--------	-----------	------------	--------------	-------	------------