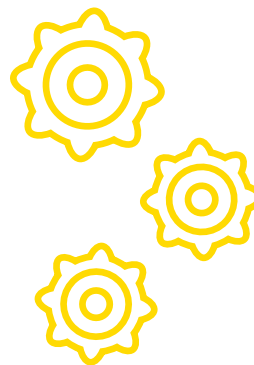


Stakeholder Mapping

Toolkit

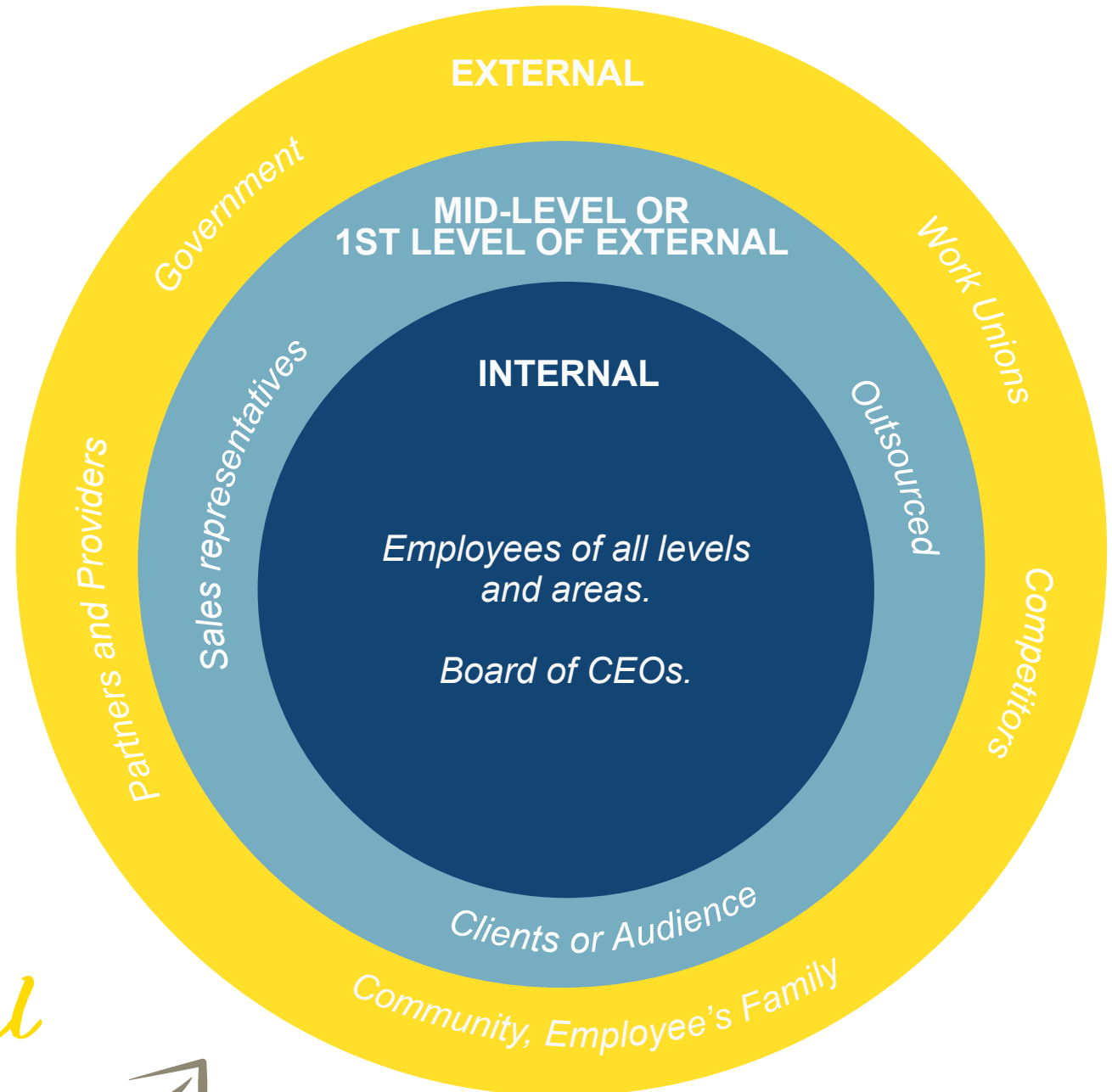


Although there are many ways to design your Stakeholder's Map, in COMnGO Online Trainings we provide the next charts for you to apply this strategy in your organization.

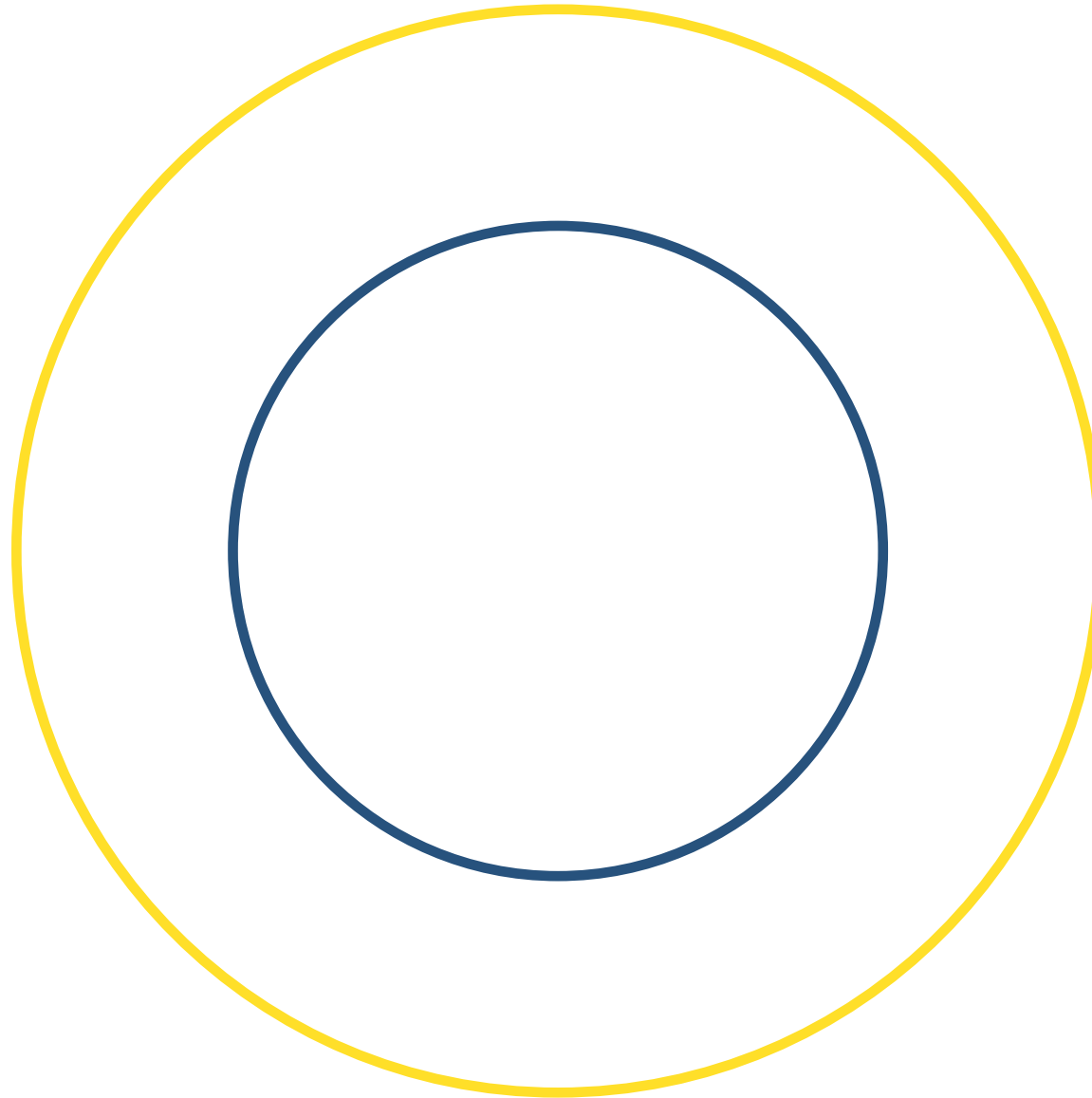
You can start by defining all the persons, groups and institutions that are relevant to your organization. If you have never done it before, you can start by doing a map with all the stakeholders in a general way. Just to have them in a map. After this, whenever you are creating a new campaign, you can do your map again but just with the stakeholders that are important in that specific case.

Think carefully, do the exercise with your colleagues and don't miss any name! You can add more categories and organize it in the best way for your needs. For example, the circles can have different titles, depending on the level of impact that each stakeholder has from and in your organization.

Example of General Stakeholder's Map



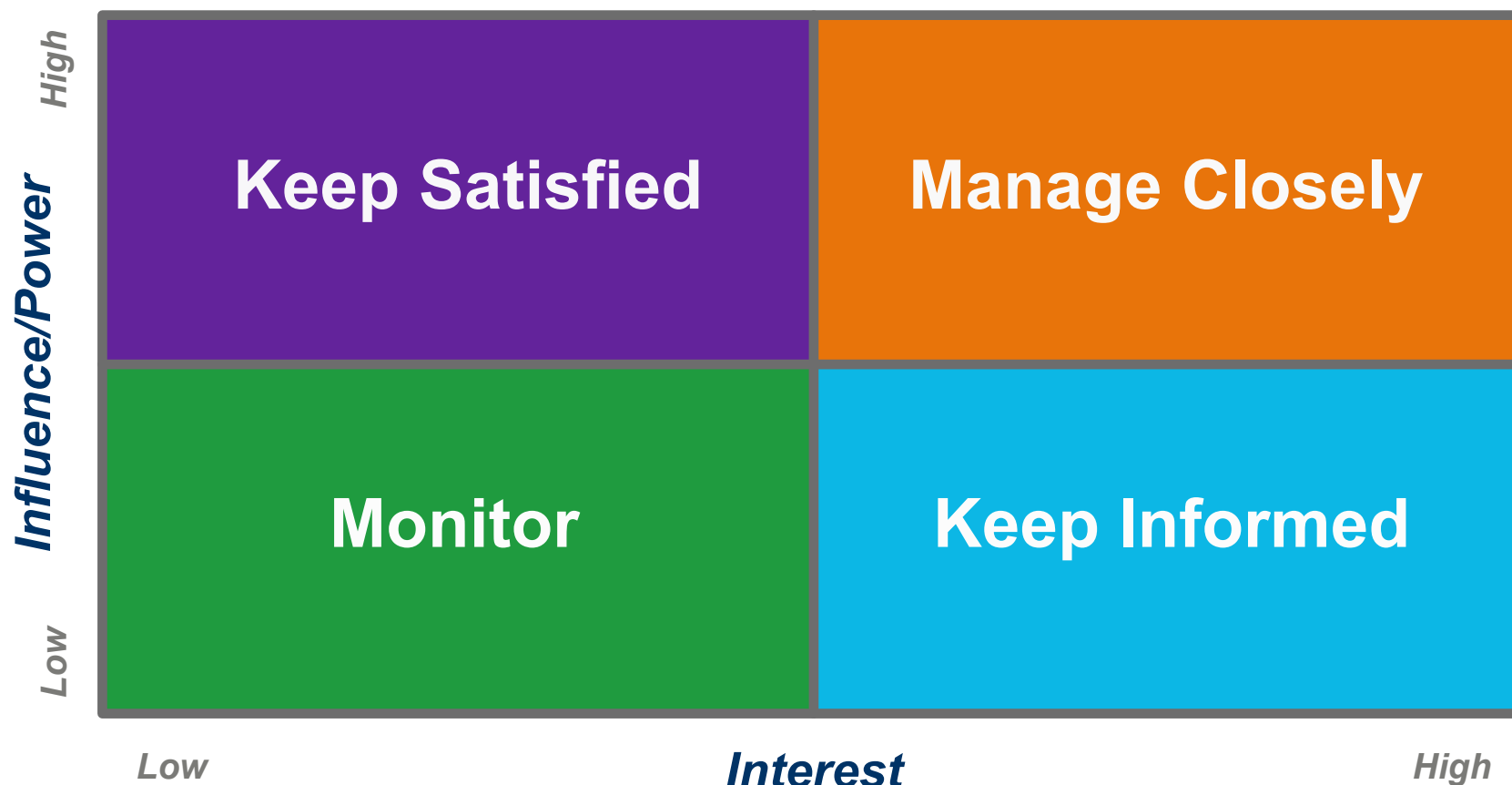
Create your Stakeholder's Map!
Add more circles if needed so.



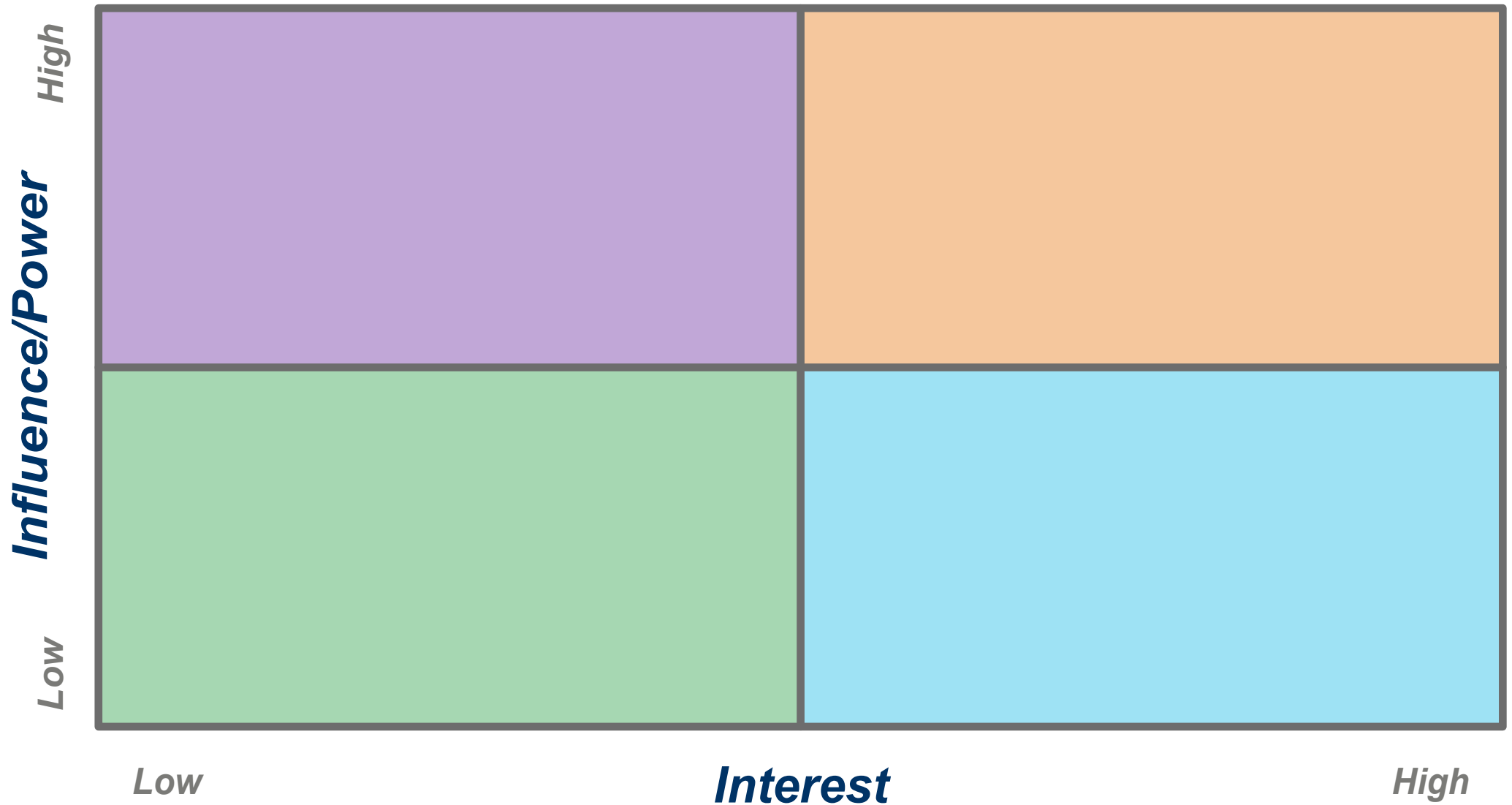
After defining all your stakeholders, you have to analyse them and to know how important are they for the organization or campaign. Which are the ones you should pay more attention to? So this next chart is also important to plan your communication's strategy and to know the priorities of your actions/messages.

You need to classify your stakeholders according to the level of influence/power and the interest they have in your organization.

Chart of Analysis of Stakeholders



Analyse your stakeholders, by writing the name of the person, group or institution in each part of the chart. After you categorize them, you will know how to manage your strategy and where to put more attention.



And if you want to go deeper into the analysis and knowledge about your stakeholders, you can also complete the next matrix, where you have to complete more information about how to manage them correctly. The more details you have, the more prepared you will be in planning your actions and reacting if anything happens.

Stakeholder Analysis Matrix

| Stakeholder Name | Contact Information <i>Phone, Email, Website, Address</i> | Impact <i>How much does the project impact them? (Low, Medium, High)</i> | Influence <i>How much influence do they have over the project? (Low, Medium, High)</i> | What is important to the stakeholder? | How could the stakeholder contribute to the project? | How could the stakeholder block the project? | Strategy for engaging the stakeholder |
|------------------|---|---|---|---|--|---|---|
| Andes Community | President: Mario Tevez +02 8963 758 marioandes@gmail.com | High | High | That the community receives support in quality education. | Organizing themselves and providing support to the volunteers. | Rejecting the visit of volunteers. Not assisting to the meeting. | Making a meeting in the community, to explain the project and ask their opinions. |
| | | | | | | | |

Now it's your time to complete the chart and have all the information you need about the stakeholders that are important for your organization or project.

| Stakeholder Name | Contact Information | Impact <i>(Low, Medium, High)</i> | Influence <i>(Low, Medium, High)</i> | What is important to the stakeholder? | How could the stakeholder contribute to the project? | How could the stakeholder block the project? | Strategy for engaging the stakeholder |
|-------------------------|----------------------------|---|--|--|---|---|--|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |