

Why

A solution/decision supported by relevant stakeholders facilitates acceptance and implementation. When stakeholders are not involved what you see is people using their “pocket veto” by demonstrating in various ways that the chosen solution is not the right one.

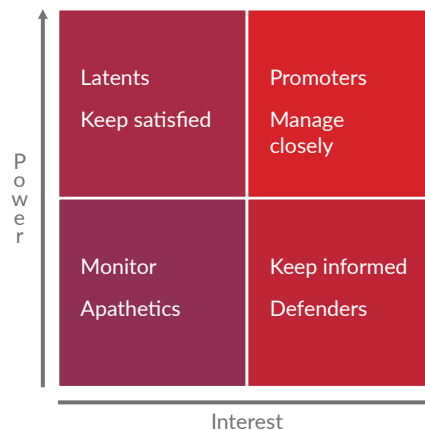
What

An overview of relevant stakeholders who need to have a voice in your decision-making process or solution.

How

First, brainstorm. Take some post-its and write down all the stakeholders you can think of. If possible do this with a colleague or check with them afterwards.

Then, classify the stakeholders according to two dimensions: their interest in your decision/solution and the power they have. This can give you an idea of how to manage them and how to weigh the information you get from them. See figure below.



When

When you want to get structured insight into who to involve in an advice process or who to manage and in what way during a project or a change process.

Possible workshop exercise

Choose a topic/problem where a decision is to be made or a solution is to be found and map stakeholders according to the method above. Discuss what this would mean in terms of how you would approach the different stakeholder groups.

Skills and necessary training

On the internet you will find more inspiration for other kinds of stakeholder mapping. Search for one that fits your needs.

Critical success factors

Do not forget a crucial stakeholder. That's why it's important to double check your stakeholder mapping with someone.