

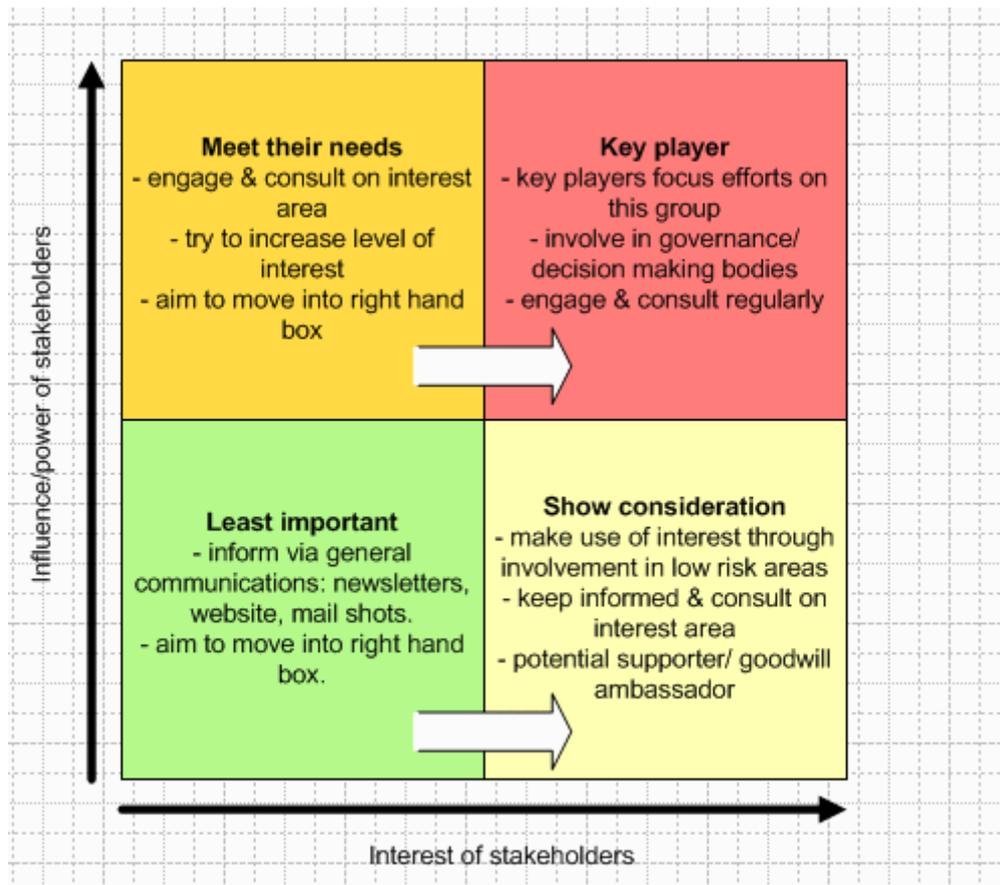
Stakeholder-analysis: Think about the possible actors that could play a role in the situation.

Description: The aim of this exercise is to help you think in a structured way regarding those people, organisations or other actors that could be directly or indirectly involved in a situation or affected by the outcome.

Proposed steps:

1. Write a list of possible stakeholders.
2. Sort each players along two dimensions: their power of influence (low stake-high stake); their interest in the situation (low influence-high influence)
3. Focus on those players that have high influence and high stake. Deciede for each player whether their intentions are positive (inline with your own goals) or negative (works against you). These are the most important players. Try to come up with possible actions to **manage them closely**.
4. Now focus on those, who have high influence but low stake. Mark their positive or negative intentions as before. These players must be handled with care. Try to come up with possible solutions to **keep them satisfied**.
5. Next focus on those who have low influence but high stake. Mark their positive or negative intentions as before. These players **need help to participate**, try to come up with strategies to **keep them informed**.
6. Finally, those who have low influence and low stake you can deciede whether they have positve or negative intentions. But ultimately they are low priority from the point of view of the current problem. Nevertheless, try to come up with actions to **monitor** them in case a change occur in their power of influence or interest.

The following matrix could provide a suitable template for you to map the different stakeholders. Feel free to modify the above mentioned steps to suit your needs.



From: [Stakeholder analysis strategy](#)