

Stakeholder Mapping

October 2019



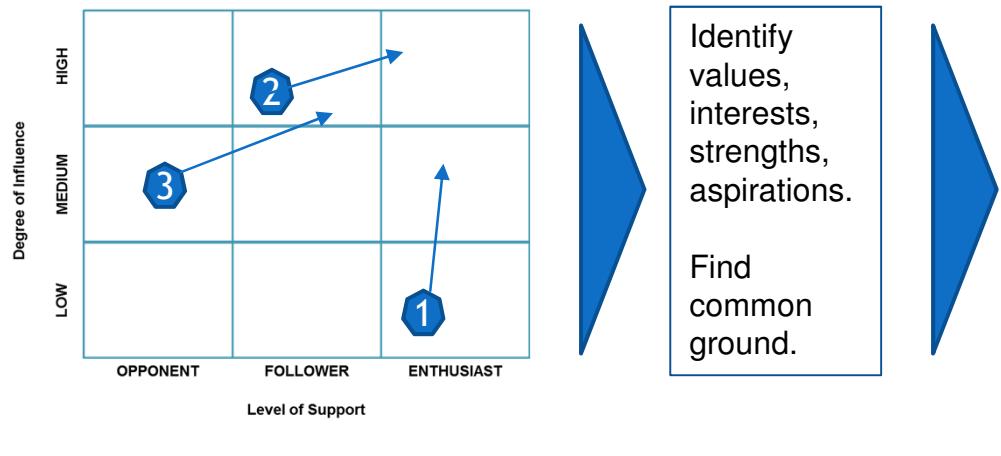
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Stakeholder Mapping

- ▶ What it is: A clear depiction of relationships in our network we need to focus on strengthening.
 - ▶ It can be done alone, but is much richer with various perspectives
- ▶ Why we do it:
 1. To have a visual depiction of how each individual in our network currently supports our work
 - ▶ The discussions that are held to develop the map are more valuable than the map itself - the map remains as an artefact
 2. To plan interactions with specific people or organisations to increase their engagement & support



Overview of the process



Identify values, interests, strengths, aspirations.
Find common ground.



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Where does stakeholder mapping lead?

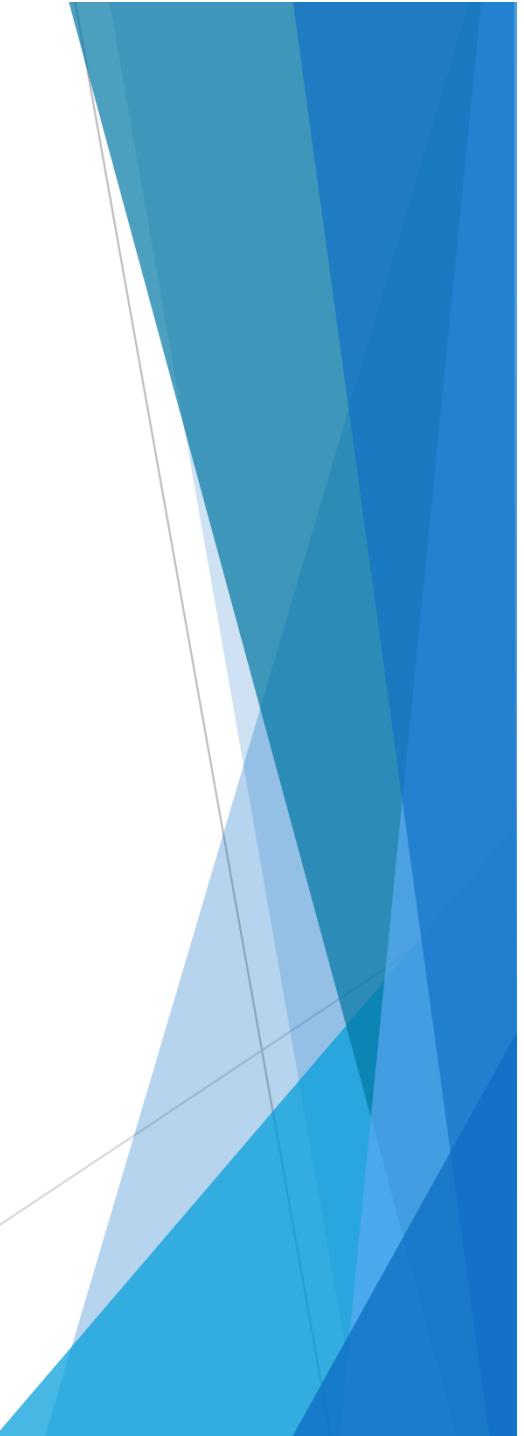
| Stakeholder Mapping | Planning an interaction | Having the interaction | Reflect & Re-group |
|--|--|---|---|
| <p>Discuss who are KEY stakeholders, who are SECONDARY stakeholders</p> <p>Categorize their CURRENT & DESIRED level of support & influence</p> | <p>This is the communication plan for that particular individual or group.</p> <p>It is designed based on shared values to strengthen their current level of support</p> | <p>The aim is to have strong, positive conversations that are based on respect, reciprocity.</p> <p>The goal of each interaction is to build trust and good will.</p> | <p>Think about how the interaction went.</p> <p>Share the outcomes with the team.</p> <p>What does the next interaction look like?</p> <p>When should it be held?</p> |



STAKEHOLDER MAPPING



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List of stakeholders

PRIMARY: their collaboration or support is needed to achieve our objective; OR our project impacts them in some way.



SECONDARY: their support may be helpful, even if they are not affected by our project.

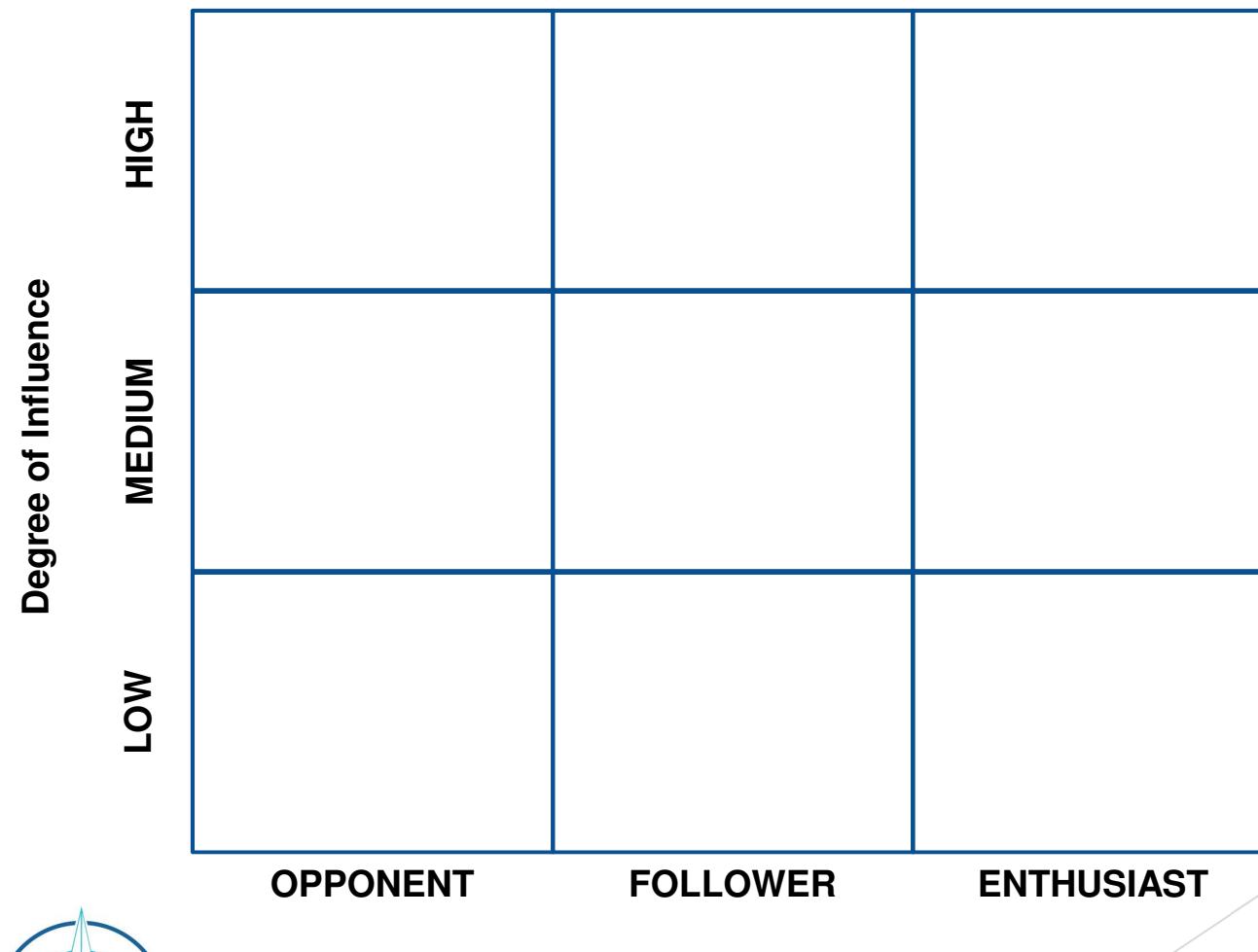


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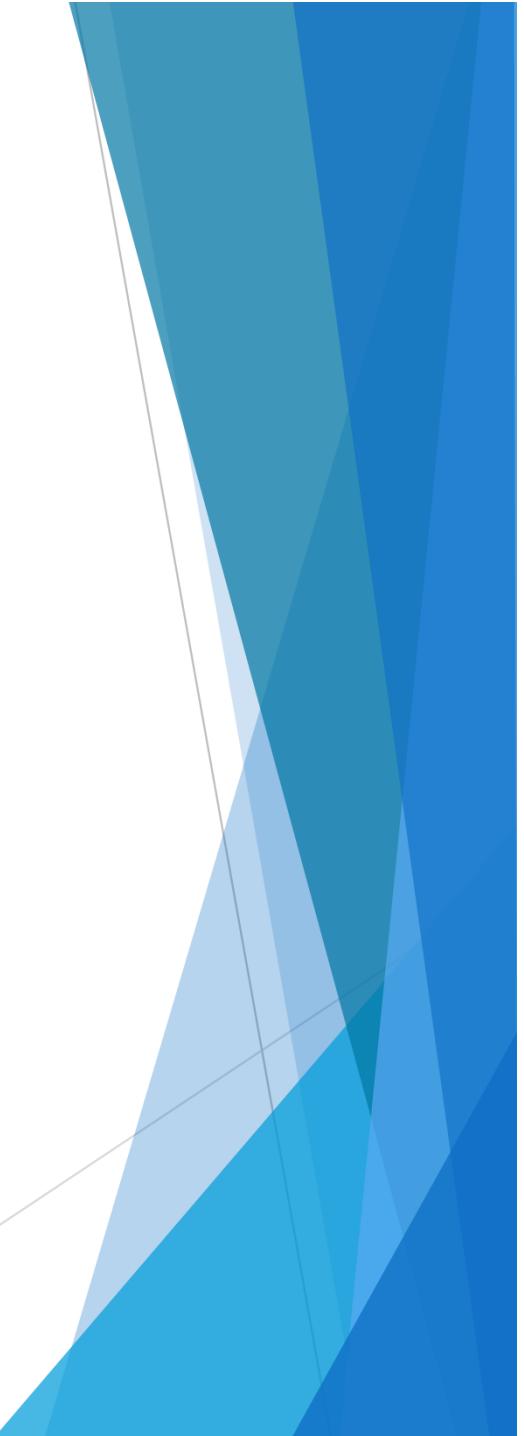
Stakeholder Map



PLANNING SPECIFIC INTERACTIONS



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Foundational questions

- ▶ What are we trying to achieve?
- ▶ Why do we want to achieve it?



Preparing for a positive discussion

In this part of the exercise, we share information to help us create a positive, strength-based exchange with each person.

For each stakeholder, discuss:

- ▶ Why are they important to our success?
- ▶ What are they proud of? What do they aspire to? What do they value?
- ▶ What are their personal and professional interests?
- ▶ What are their strengths?
- ▶ What issues or concerns may they have?
- ▶ How do they like to communicate?



Our perspective:

- ▶ Why are we important to their success?
- ▶ What are we proud of? What do we aspire to? What do we value?
- ▶ What are our personal and professional interests?
- ▶ What are our strengths?
- ▶ What issues or concerns do we have?
- ▶ How do they like to communicate?

Questions?

Please reach out to me at 514-518-7975
or
lesleyantoun@gmail.com



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