

Stakeholder Mapping



Stakeholder mapping is a process of identifying the people, organisations and natural resources that will be impacted by your organisation, the proposed change or by the issue that you are hoping to change.

The point of stakeholder mapping is to create a systematic list of the people you will need to talk to. Stakeholder Analysis is completed after Stakeholder Mapping. Stakeholder Analysis allocates the internal and external stakeholders to one of four types based on their interest and influence levels.

Completing stakeholder mapping is also helpful as a way to identify the elements that your communication plans and change practices need to include (for example if a particular government department has announced a policy that your initiative will support then it is very important to include this in communication planning.)

Silent Stakeholders

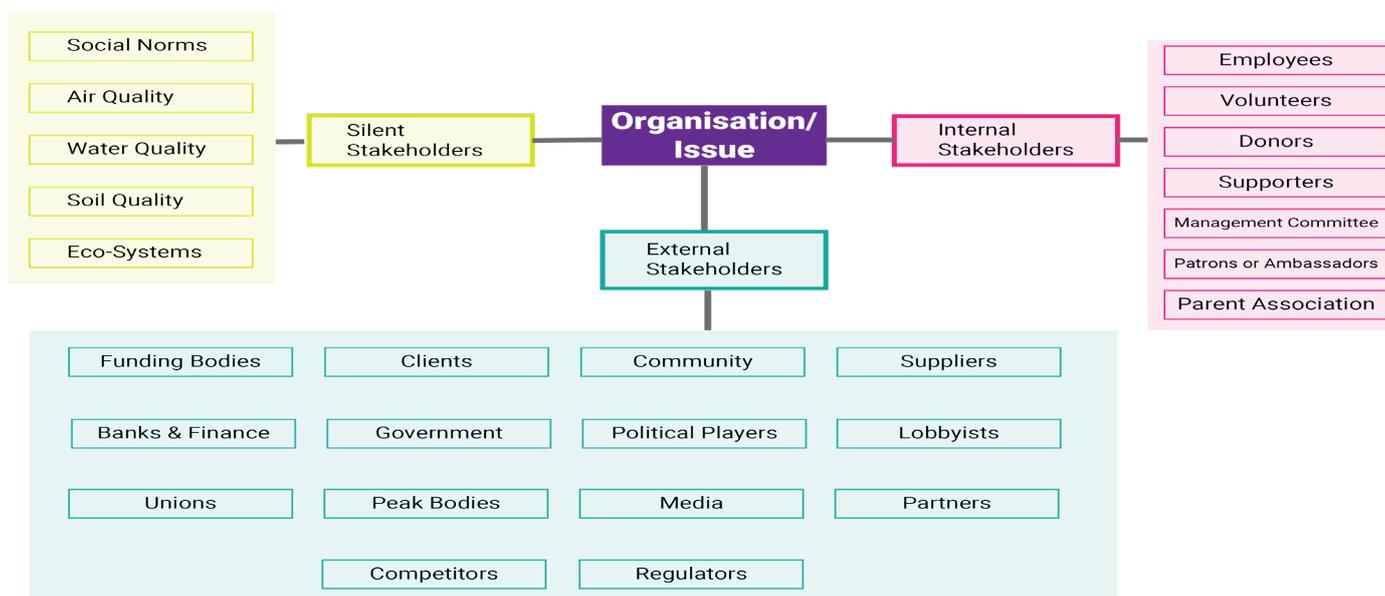
Silent stakeholders are stakeholders who don't have a physical voice such as the natural environment, animals and societal norms.

Internal Stakeholders

Internal stakeholders are people with a close connection to the organisation such as employees, volunteers, and management committees.

External Stakeholders

External stakeholders include suppliers, customers and clients, funding bodies, media, the general public, government and lobby groups



Stakeholder Mapping Example



This is a hypothetical stakeholder mapping for a social enterprise cafe with the purpose of providing employment opportunities for people with disabilities.

Silent Stakeholders

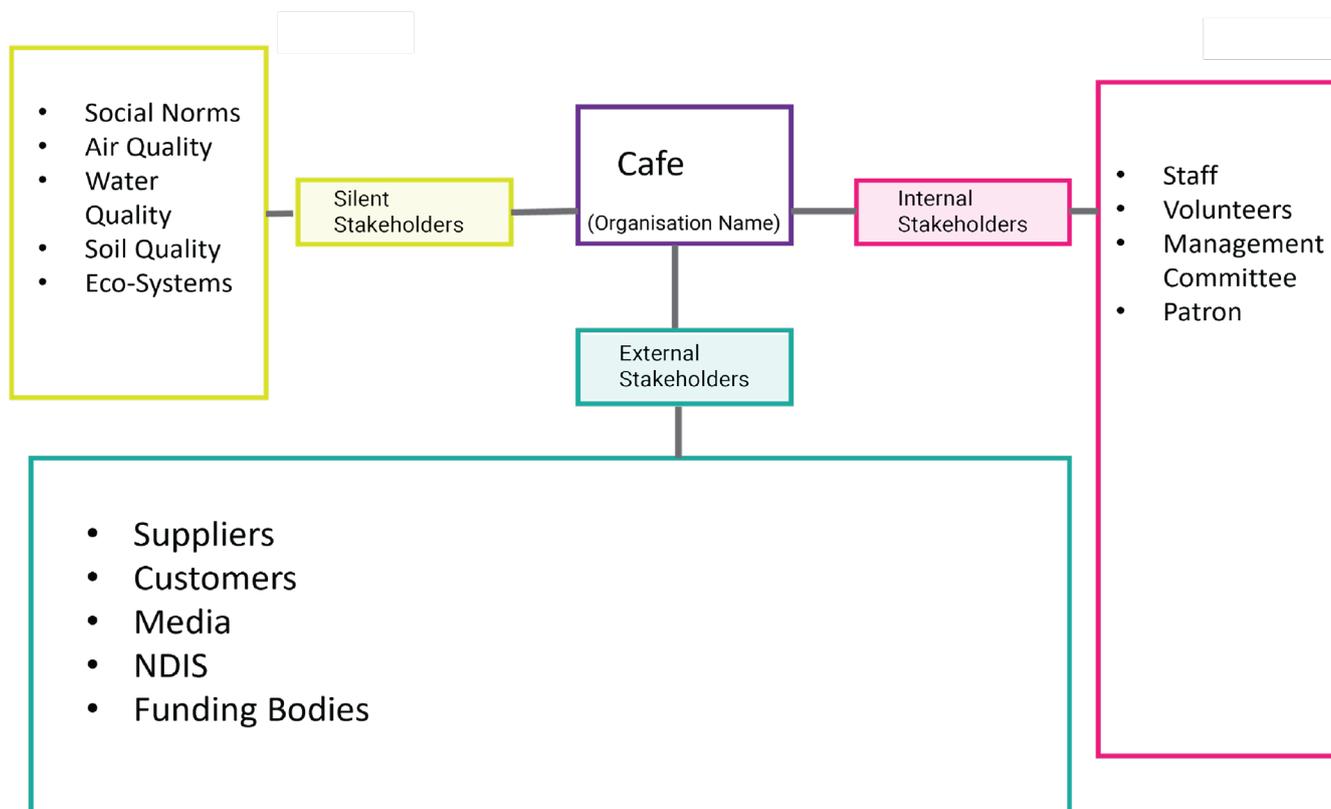
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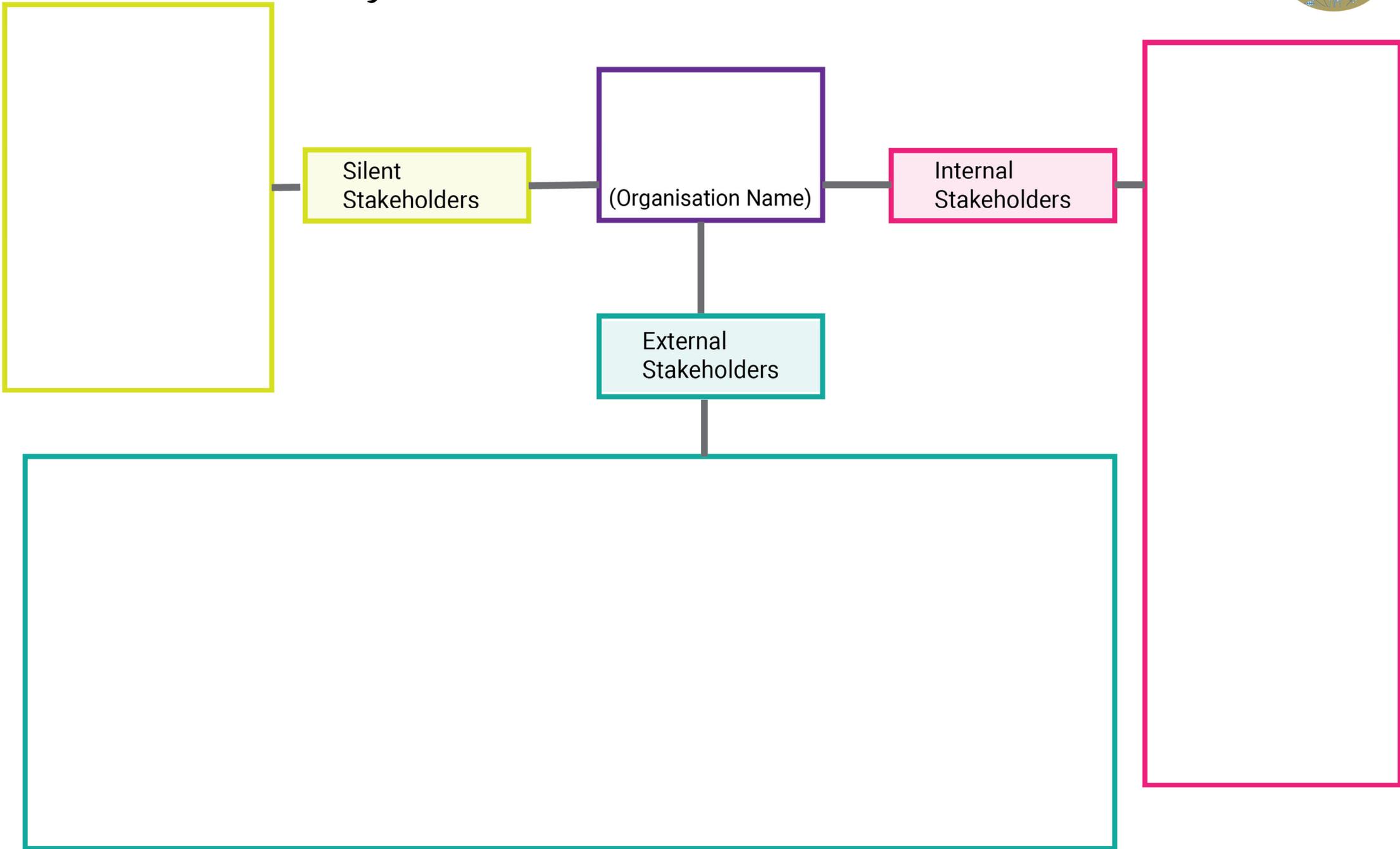
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Completed by:

Date

