



Building a shared vision— stakeholder mapping



Workshop overview

Title	Stakeholder mapping
Objectives	<ul style="list-style-type: none"><li data-bbox="508 405 1734 505">• Help you identify who should be involved in your vision (stakeholder identification)<li data-bbox="508 562 1760 662">• Understand who can best help you achieve your visions (stakeholder engagement)<li data-bbox="508 719 1624 819">• Help you identify which stakeholders need careful management (stakeholder management)
Guidance	<p data-bbox="508 869 1779 1083">Visions cannot be built and achieved in isolation. Early identification and involvement of key stakeholders is critical. Some stakeholders can offer direct assistance, others only need to be in the communication loop.</p>

Workshop overview

Title	Stakeholder mapping
Group size	Small. This workshop should be conducted early in the innovation process by two or three senior people. Outcomes may be best kept confidential.
Resources	<ul style="list-style-type: none"><li data-bbox="508 611 1818 718">• PowerPoint presentation—<i>Building a shared and coherent vision—stakeholder mapping</i><li data-bbox="508 768 1228 818">• OneNote supporting document<li data-bbox="508 868 1132 918">• Stakeholder map template

Workshop overview

Title	Stakeholder mapping
Timing	Two hours
Outputs	<ul style="list-style-type: none"><li data-bbox="510 568 933 615">• Stakeholder map<li data-bbox="510 668 1363 715">• Approach to stakeholders action plan<li data-bbox="510 768 1373 815">• Stakeholder communications strategy

Who is a stakeholder?



Who is a stakeholder?

- **Idea owners:** The creators and drivers of the innovation. This could be teachers, students, parents, management, or a mixture of stakeholders.
- **Innovation team:** The team who will oversee the planning, implementation, and successful delivery of the project. Probably a small to medium group of 10 to 15 people representing all stakeholders.
- **End users:** The ultimate beneficiaries of the innovation. This is most often student users, but potentially a wider body such as parents and employees. In the longer term vision, this is also the economic future of society and the country. Not all groups will necessarily be supportive of your plans.
- **Quality assurers:** This could be an objective, often a ministry-level group, who ensures that innovations are delivered with appropriate intentions. Beware that anyone connected with your school may assume a role as an informal quality assurer!

Workshop tasks

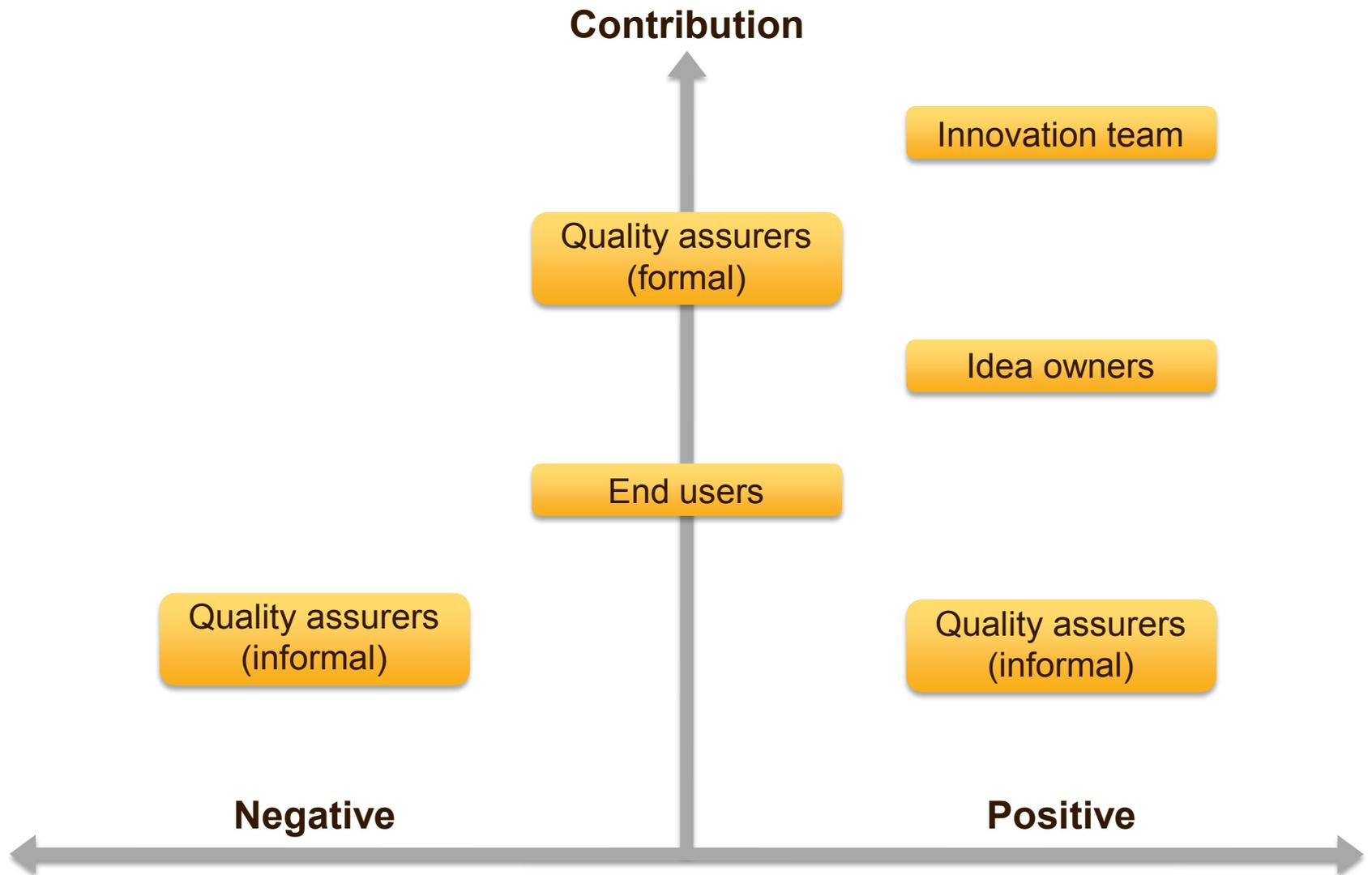
1. Remember that much of the information you produce in this workshop will be confidential—keep it safe.
2. Summarize the names and categories of people for each stakeholder group—innovation team members, end users, idea owners, and quality assurers.
3. Plot the position of **groups** on the stakeholder matrix.
4. On another matrix, plot the position of **individuals**, particularly those who could become informal quality assurers.

Workshop tasks

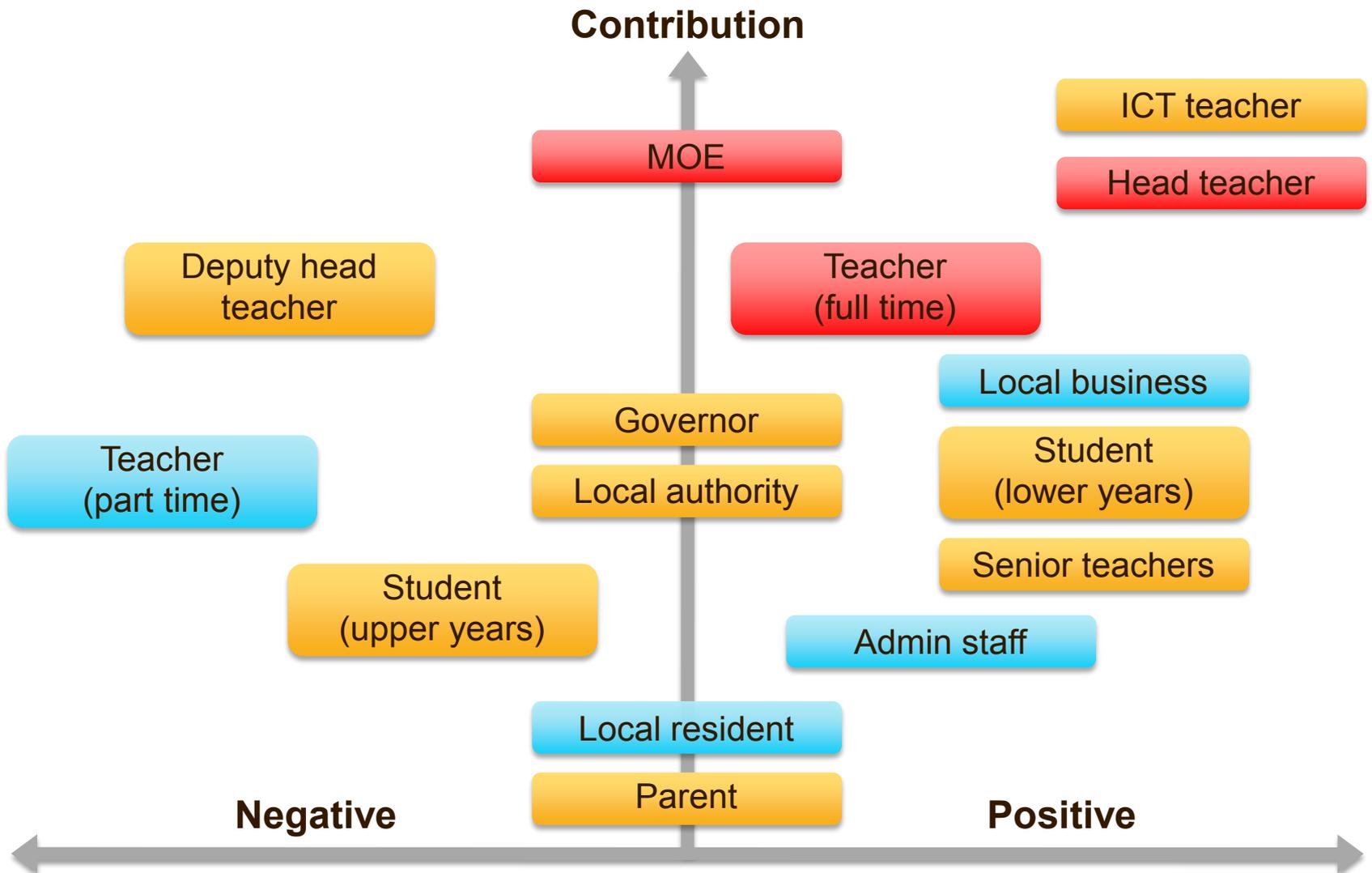
5. Use different colours for each group and individual to show their potential level of influence on others. Use red for very influential, amber for fairly influential and green for not influential.
6. Draw linking lines between these groups and individuals to visualize relationships, again using red for a strong relationship, amber for a fairly strong relationship, and green for little or no relationship)
7. See the following examples.



Stakeholder matrix



Stakeholder matrix



Stakeholder matrix

