

# MAP YOUR STAKEHOLDERS

## Tool



### Purpose:

Identify the important stakeholders to engage on your change journey.

### Get ready :

Set aside 10-15 minutes in your next team meeting to complete

- Facilitate it as a brainstorming session
- Provide post-it notes

### Steps to complete:

1. List out all your key stakeholder groups on a whiteboard: *consumers, partners and Community stakeholders*. Create a post-it note for each one.

2. Map each stakeholder group on this chart using post-it notes

For the Y axis, are they:

- **Owners of change.** Do you need this group to be leading or doing the work to make this change happen?
- **Just need their buy-in.** Do you need their input to ensure the change will work or influence others to accept the change?

For the X axis, are they:

- **Advocates** are they already active supporters?
- **Detractors or disengaged** are they neutral (you just don't know), passively resisting (probably disengaged) or actively white-anting (detractors)?

3. Do you have any stakeholders in top right square ('owners' who are already advocates)?

Discuss how you work with them to get moving!

