



Template 6.1.2: Guidance on Stakeholder Mapping and Analysis

Purpose

The Stakeholder Mapping and Analysis Template:

- ▶ lists the key stakeholders
- ▶ identifies their level of accountability for the change
- ▶ considers levels of readiness to embrace the change
- ▶ considers levels of interdependency
- ▶ explores how stakeholders can assist and influence the change
- ▶ identifies how best engagement and communication can be progressed

How to use it?

- ▶ Having identified and grouped individuals and groups in line with the **Influence-Interest Mapping Grid**, complete this template in respect of key individuals/groups initially, i.e. those whom you need to keep fully engaged and those for whom you wish to increase engagement.
- ▶ Complete the template for internal groups and external groups separately. Use the colour coding system (optional) in the Influence-Interest Mapping Grid to transfer the names of individuals and groups based on the classification used in the grid, i.e. grouping all those in the high influence/high interest together, etc.
- ▶ Revisit this template throughout the change process as the nature of stakeholder engagement is ever evolving and needs to be constantly revised and updated as new levels of emphasis arise.

Stakeholder name

(individual/group)

Accountability for the change

What key actions are you responsible for individually or as part of a team?

Personal/team interests and readiness

Identify people's interest in the change.

Identify hopes and concerns regarding the change at personal or team level.

What factors would make it difficult for individuals or groups to 'get on board'?

What would help?

Interdependency

Consider services that need to work together to achieve the change required.

How might a change in one service/team impact upon other services/teams (ripple effect)?

What changes are required in other parts of the organisation or service to enable this particular service to change/operate effectively?

Assist and influence the change

Identify ways individuals or groups could assist and support the change process.

Who influences them most?
Who do they influence?

Engagement and communication

Consult with people on how best to engage and communicate with them.

Outline engagement processes.

Outline communication processes.

Agree, review and update at agreed intervals.

Template 6.1.2: Stakeholder Mapping and Analysis (continued)

TITLE OF PROJECT:

DATE:

VERSION:

LOCATION:

Stakeholder name	Accountability for the change	Personal or team readiness	Interdependency	Assist and influence the change	Engagement and communication

Template 6.1.2: Stakeholder Mapping and Analysis (continued)

Stakeholder name	Accountability for the change	Personal or team readiness	Interdependency	Assist and influence the change	Engagement and communication

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