



## Develop Plan

# | Stakeholder Map & Matrix Tool

Look across stakeholders and categorize them according to key variables (e.g., interest, influence, impact).

### WHEN

Conduct this review early in the planning/strategizing process.

### WHY

A Stakeholder Map & Matrix provides a clear picture of who stakeholders are and helps determine strategies for engagement.

### HOW

- STEP 1: Define the variables you want to analyze about your stakeholders: influence, strength of relationship, cost to maintain, interest, strategic objectives, etc. Discuss relevant variables with your project team, and consider performing multiple analyses.
- STEP 2: Draw an x and y axis based on paired variables. Use multiple sets of axes to examine a variety of relationships.
- STEP 3: Place stakeholder names in the appropriate quadrant. Discuss the desired distribution of stakeholders across the quadrants and the potential for shifting stakeholders from one quadrant to another.
- STEP 4: Make a list of specific actions your team can take to move stakeholders into the desired quadrants.

If you'd like to capture more details, use the template on the following page.



## Stakeholder Map & Matrix Tool | Example & Worksheet

Stakeholder Name	Contact Person Phone, Email, Website, Address	Impact How much does the project impact them? (Low, Medium, High)	Influence How much influence do they have over the project? (Low, Medium, High)	Importance What is important to the stakeholder?	Contribution How could the stakeholder contribute to the project?	Block How could the stakeholder block the project?	Engagement Strategy for engaging the stakeholder
EXAMPLE Nurses & Midwives Union	Carlos Davida cdavida@nu.org 0998 765 287	High	High	Maintaining working conditions for nurses	Agree for union members to implement the new reforms	Going on strike	Monthly round- table discussions
Patient Advocacy Group	Viki Chan vchan@pag.org 888 587 101	High	Medium	Maximising quality of care for patients	Communicate with other stakeholders to express their support for reforms	Making complaints about quality of service after the reports	Information and feedback meetings every 6 months
Sunday Times Newspaper	Jane Smith jsmith@stn.com 888 587 101	Low	High	Getting a good story	Print stories that support the new reforms	Printing stories that oppose the new reforms	Quarterly press meetings

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