

Stakeholder Mapping Exercise

Draw a bullseye on a large sheet of paper

Write a separate post-it for each individual or group of stakeholders. Be as specific as you can.

You may want to complete a separate bullseye for different categories of stakeholders. For example:

1. Stakeholders who are directly impacted or served by what you do
e.g. customers, users, researchers, students, children, caregivers, partners
2. Stakeholders who impact what you do e.g. funders, influencers, partners

Some, like certain partners, may be on more than one bullseye.

Don't forget potential users, non-users, outliers, those not in 'The Club'.

The centre of the bullseye is for those where the impact or influence might be greatest, decreasing as you move outwards.

Use post-its for each group or individual identified with a bullet explanation, if necessary, of who they are.

The next step is to create a Stakeholder Engagement plan.

Decide who you will prioritise, what action you will take, who will take it and when.

