



STAKEHOLDER MAP

DESCRIPTION

This job aid explains stakeholder mapping, a process for visually representing the various individuals and groups involved and engaging with them.

WHEN TO USE

Conduct the stakeholder mapping at the beginning of the building or redesign of a product, service or program, and then at a major milestone to update your stakeholders' management strategies.



PAIRS WELL WITH

- Empathy Mapping: Understanding Users and Prioritizing Their Needs (DDN2-J03)
- Mission Model Canvas: Defining the Boundaries of a Solution (DDN2-J05)

PURPOSE

Stakeholder maps can be used to:

- identify the full extent of the stakeholders' involvement
- identify the core parties you want to collaborate with during the design process
- check whether you have considered and included all stakeholder groups
- learn more about the perspectives of the stakeholders and understand their influence and interest in a project
- determine communication and management strategies for each stakeholder

DESIRED OUTCOME

Stakeholder maps are designed to create information graphs that plot the stakeholders based on their influence and interest in the project. The maps help prioritize stakeholders, determine collaboration approaches and strategies, and manage stakeholder interests and influence effectively.

HOW TO USE

1. Draft a list of your stakeholders, then cluster similar stakeholders and stakeholder groups together.
2. Write stakeholder names on sticky notes and place them on the stakeholder map template based on their influence and interest in the design process.

For each section, follow these guidelines on how to interact with your stakeholders:

- **Manage closely.** Aim to fully engage with these highly influential, highly interested stakeholders, and make the greatest efforts to satisfy them during the design process.
- **Keep satisfied.** This group of stakeholders is highly influential, yet less interested in your design project. Put in enough effort that they remain satisfied yet take care not to overdo it.
- **Keep informed.** These stakeholders are highly interested but not very influential. They have the potential to provide great advice during the design process and to help you spot and overcome any issues. Make sure you keep them adequately informed of what's going on.
- **Monitor.** Stakeholders in this section are the least influential as well as the least interested. Keep an eye on them but don't bother them with excessive communication.

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