

Mapping your Stakeholder Universe



Name of Issue or Project:

Why map your stakeholder universe?

Identifying the types of stakeholders in your issue or project, and how they are connected, helps you and your team determine who needs to be involved, who you need to connect with, and who can help you connect with who you are not yet connected with. Listing stakeholders is also the first step toward creating a communication and engagement plan to reach out to those who can help make your project happen.

Instructions

Materials: blank piece of paper or blank poster

Using the key at right:

1. Write your name in the center of the paper
2. Near your name, write the names of people or groups you are working closely with on this issue or project
3. Draw lines connecting you and the others to indicate working relationships and use arrows to indicate the flow of information between people
4. Write the names of other people or organizations who are connected to people in your solar system or who should be included on this issue or project.
5. Draw lines between people in your solar system and the new people they have relationships with. Draw a shape next to the names to indicate what kind of stakeholder they are.

consider this your
SOLAR SYSTEM

6. Add other people and organizations your galaxy either is or should be connected to who might add value to your issue or project.
7. Draw lines, if relationships exist, connecting them.

consider this your
UNIVERSE

8. Examine your map.
 - a. What does it tell you about who you need to reach out to?
 - b. Where are the connections that do not exist but need to be created?

Key

Stakeholders

- Advisors
- Funders, current or potential
- Decision Makers
- Helpers and Implementers
- Potential Opponents
- Those who will be affected or who you want to affect
- Connectors

Relationships

- Have worked, or currently work together
- Know but don't work with
- Information flow

Tips

Mapping networks can get messy. Here are a few tips to keep your stakeholder universe clear and understandable:

- Write & draw small
- Use different colors to signify important distinctions for you
- Use thinner and thicker lines to indicate the strength of relationships