



# How to analyse stakeholders' engagement in a MAP?

This tool helps focusing on the key stakeholders who can make or break the work of a MAP

- Determine which stakeholders to manage closely and which stakeholders require minimum effort.
- Develop a specific approach and strategy for the identified stakeholders.
- Channel time and energy on the stakeholders that matter the most.
- Create a communication and stakeholder strategy.

## POWER/INFLUENCE VS INTEREST MATRIX

Influence/Power of Stakeholder

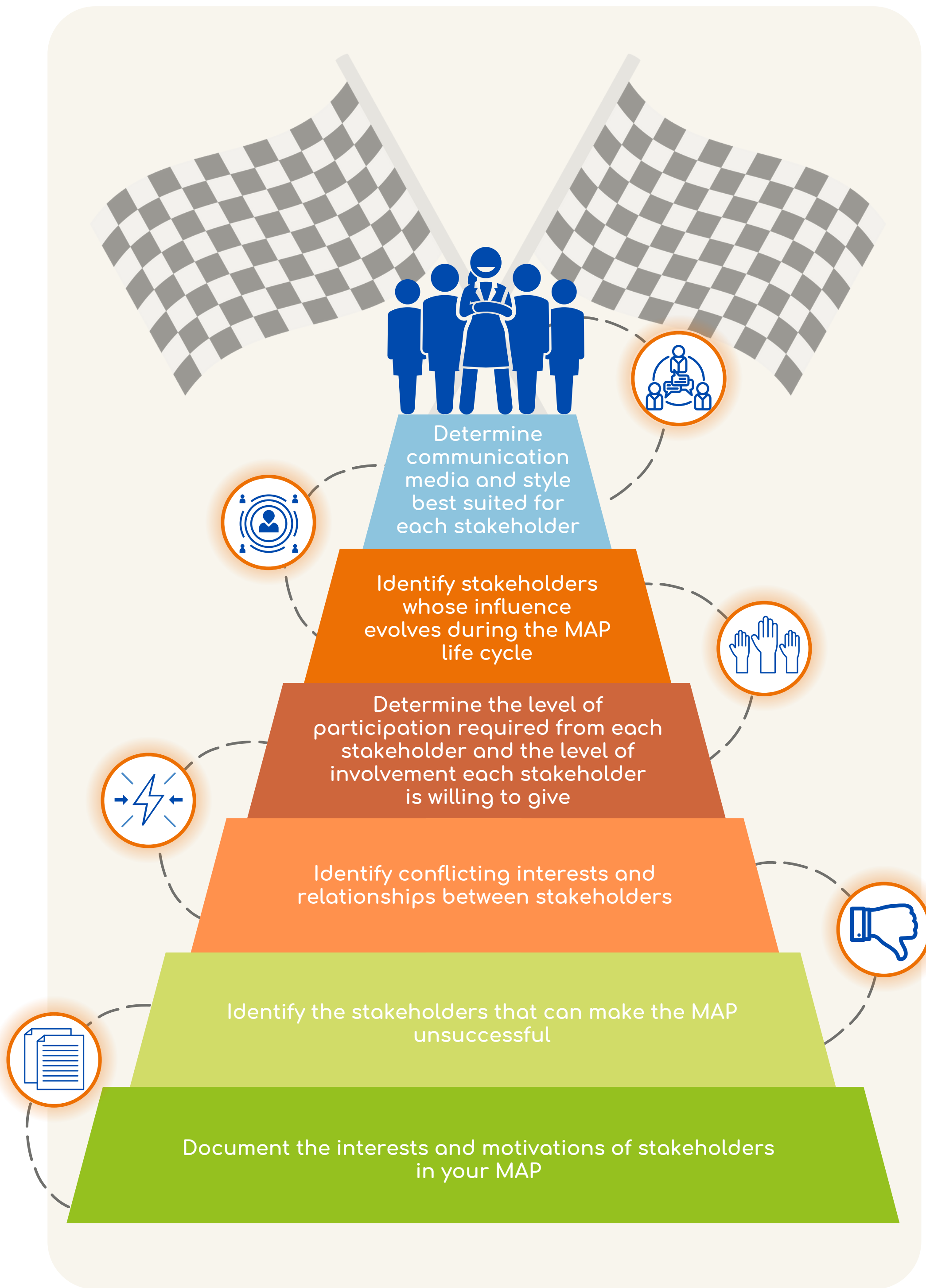
<p><b>MEET THEIR NEEDS</b></p> <p>Engage and Consult</p> <p>Increase/maintain level of interest</p> <p>Aim is to move them to the right</p> <p>Could be a risk to your idea</p>	<p><b>KEY PLAYER</b></p> <p>Manage closely</p> <p>Involve in projects and decisions</p> <p>Engage on a regular basis and work to maintain the relationship</p>
<p><b>LOW PRIORITY</b></p> <p>Monitor</p> <p>Communicate generally to keep updated</p> <p>Aim to move to the right</p>	<p><b>KEEP INFORMED</b></p> <p>Make use of interest</p> <p>Through involvement</p> <p>Consult on their areas of interest</p> <p>Can be a supporter/ambassador</p>

Interest of Stakeholder





# Steps for preparing a matrix:



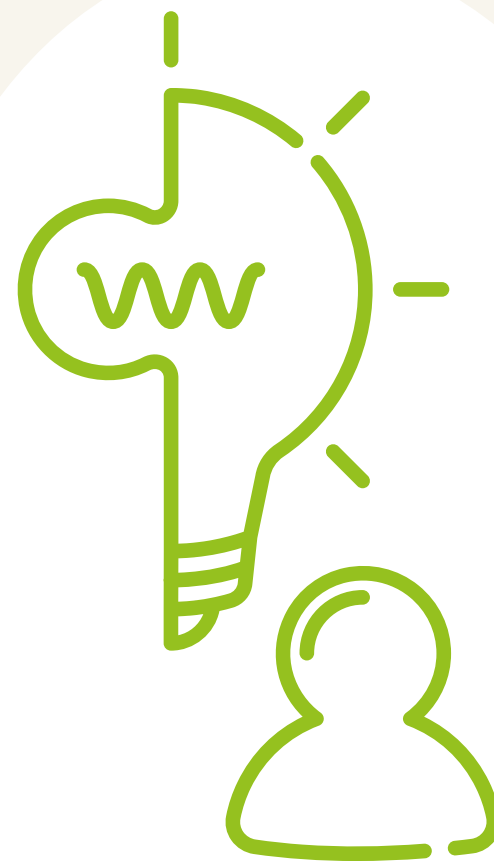


# How to determine the level of influence stakeholders have on the outcome of the MAP?

## Examples of questions



- What are the responsibilities of each stakeholder?
  - What do each stakeholder expect from the MAP and how does he/she benefit from it?
  - Are there any conflicting interests that the stakeholder may have with the MAP?
  - How committed is the stakeholder to the MAP?
  - What are the consequences of not managing a certain stakeholder?
- Which problems, affecting which stakeholders, does the MAP seek to address or alleviate?
  - Whose needs, interests and expectations will be met most by the MAP?
  - Which stakeholder interests converge most closely with the MAP objectives?
  - Which stakeholders can have a negative influence on the MAP? How can this be countered or mitigated?
  - Can stakeholders influence others? Who are the dominant stakeholders?



The answers to these questions will help understand the actual influence of stakeholders for a MAP and how to manage them appropriately.