

Suggested Time: 30 minutes per phase (Total: 90 minutes)

Group Size: 5-8 participants

Phase 1: Identifying and Understanding Your Stakeholders (30 minutes)

Goal:

Develop a comprehensive understanding of all relevant stakeholders and their roles in the system.

Steps:

Primary Data Collection:

- Identify key 'gatekeepers' who influence access or flow of information.
- Interview experts (both professional and informal) to gather insights.
- Use Social Network Analysis to visualize relationships and roles.

Secondary Data Review:

- Conduct a literature review, focusing on grey literature and online resources (e.g., websites).
- Examine organizational profiles, staff lists, and reports to identify stakeholders.
- Analyze media sources for insights into stakeholder dynamics.

Phase 2: Classifying Stakeholders (30 minutes)

Goal:

Achieve consensus on stakeholder categorization and their relevance to the project.

Steps:

- Identify the key stakeholders, their roles, and their importance in the system: Discuss and note which stakeholders are excluded and why.
- Write each stakeholder's name or role on Post-It notes.
 - Collaboratively place them in a **stakeholder quadrant matrix** (Figure 1 below, and blank matrix provided on page 3) based on:
 - **Influence and Power** (Low to High)
 - **Impact of the Intervention on Them** (Low to High).

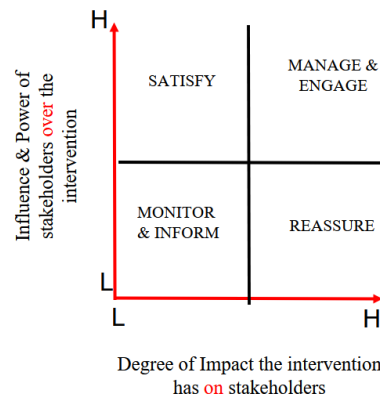


Figure 1 Stakeholder Classification Matrix

Phase 3: Managing Stakeholders (30 minutes)

Goal:

Create a tailored management strategy for each stakeholder group to ensure successful engagement and outcomes.

Steps:

- Discuss how to effectively manage each stakeholder in the matrix:
 - Should some stakeholders be given more or less power/influence?
 - How will this be achieved?
 - Indicate this move across the quadrants as demonstrated in Figure 2 below.

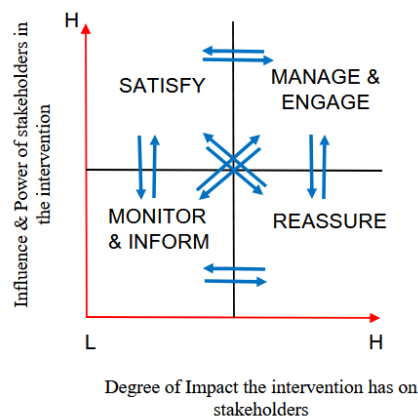


Figure 2 Managing Stakeholders

- Identify strategies to foster engagement or mitigate resistance among stakeholders.
- Think critically about:
 - Potential unintended consequences of your management strategy.
 - How to account for those who may feel disadvantaged or excluded (the “losers” as well as the “winners”).

