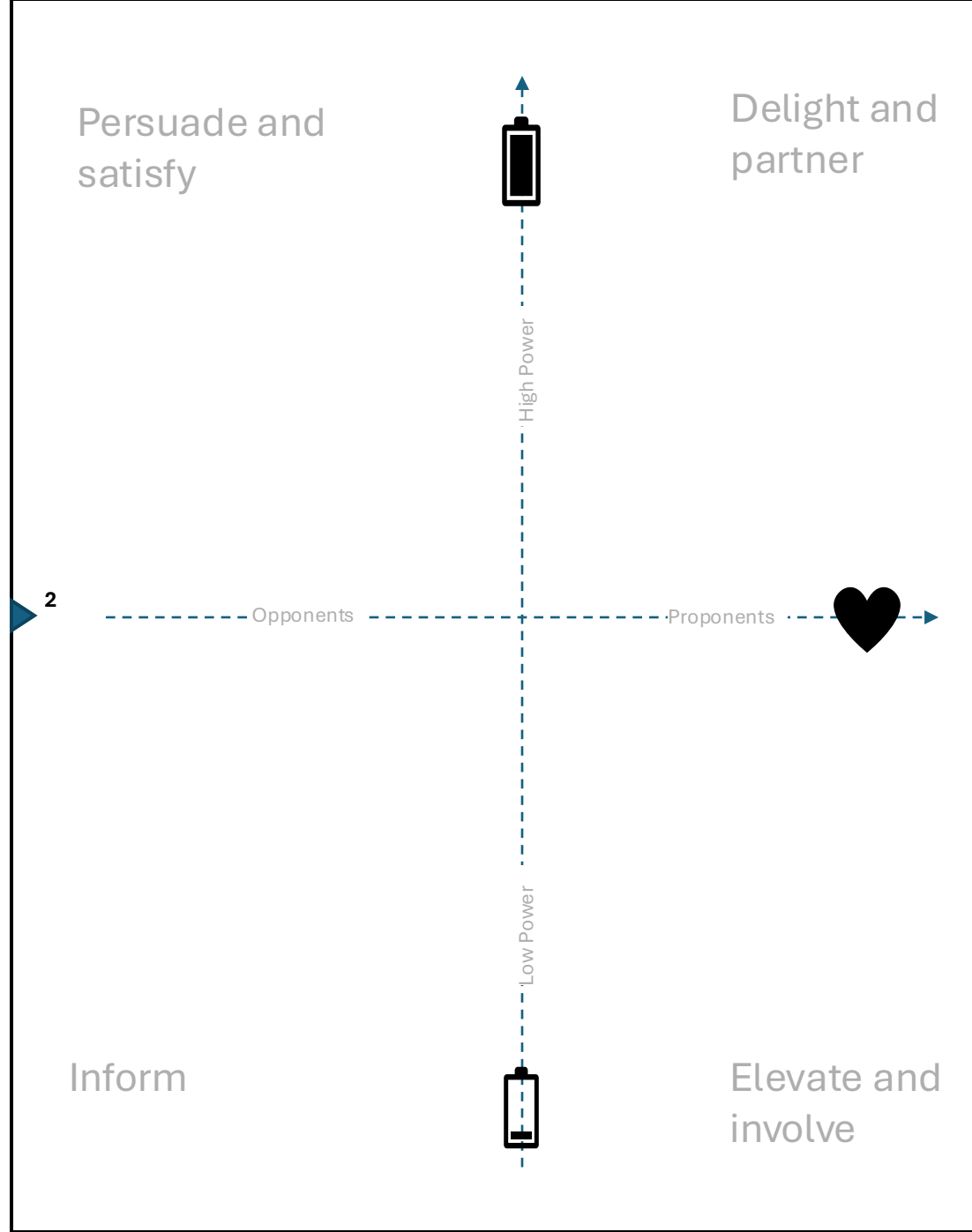


Stakeholder Longlist

Individuals, organizations, or groups who are involved with, can influence, or will be impacted by the effort

1

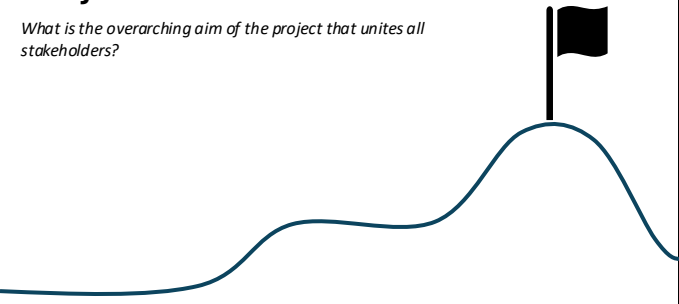
Now look through the list and categorize into like groups. If you're stuck, try using:
R - stakeholders who give resources
P - stakeholders who give permission
D - decision-makers



Objectives

What is the overarching aim of the project that unites all stakeholders?

3





Our stakeholder motivations

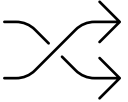
Our motivations



What is important to the stakeholder?
What motivations, objectives or goals (explicit or implicit) might they have?



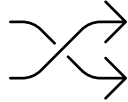
What options, resources, access or benefits can the stakeholder provide or block?



Characterize the stakeholder relative to our effort:
 Ally/ advocate
 Neutral
 Opponent
 Something else: _____



What do we NEED from this stakeholder?



What might they need from the transformation?

What might they want or expect from the transformation?

What relevant lived experience does the stakeholder have?



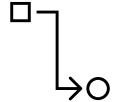
Why do we want to engage with this stakeholder?
How does this support our transformation's objectives?



What will this engagement lead to?



How does the transformation impact the stakeholder?
How do they benefit and disbenefit?



What power does the stakeholder have over the transformation? *Consider power as shaping, regulating, or influencing the transformation*



What other assumptions and biases do we have about this stakeholder?
Individual, system, explicit, implicit...



Over other stakeholders or users?



What have we learned/discovered that will help us be successful when engaging the stakeholder?
If we have divergent views, how might we better understand the stakeholder?

Stakeholder Engagement Plan

<p>Describe our current relationship with this stakeholder</p> <p>What have past engagements been like?</p>	<p>What relevant historical issues may surround this stakeholder and/or their community? <i>If we don't know, how might we find out?</i></p> <p>How can we be mindful of this in our engagement?</p>	<p>How might this engagement be wildly successful?</p> <p>How will we know we've achieved the desired outcome from engaging with this stakeholder?</p>
<p>How have we (including those before us) been part of disappointing or missed expectations?</p> <p><i>What have we promised to this stakeholder that has not been delivered (currently or historically)?</i></p>	<p>What power dynamics (in their organization, with other stakeholders, etc) do we need to navigate to effectively interact or reach the stakeholder?</p> <p><i>Who influences the stakeholder? Who does this stakeholder influence?</i></p>	<p>How might this engagement go badly? <i>Will this engagement create more harm?</i></p> <p><i>What prevention strategies are available to us (engage via proxy, engage later, engage through someone else, do more research, do not engage at all)?</i></p>
<p>What's the best way to reach the stakeholder or proxy? <i>Text, phone, in-person, email, social media, something else</i></p> <p><i>Do we need someone to connect us? If yes, who?</i></p>		<p>When do we interact? <i>Key dates/ events? How often? Does this need to change?</i></p>
<p>Next Steps (<i>Who, what, via, when</i>)</p>	<p>In our next engagement, the key message is:</p>	<p>And the desired outcome is? How do we measure the outcome?</p>

