

Stakeholder Mapping Made Simple

Step One:

Identify all stakeholders who can influence and who are impacted by the initiative you are leading.



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“ A great idea doesn't sell itself. The brain doesn't buy into what it's told to do; it buys into what it helps build.”

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Step Two:

Create a communication plan for each stakeholder group.

Group 1: Key Players | These are top-priority stakeholders to engage closely and regularly. Pay close attention to their needs and preferences. What do they want to know, how, and how often?

Communication Ideas: Personalized messages, detailed updates, and direct involvement in planning and decisions.

Examples: Executive briefings, leadership meetings, strategic workshops

Group 2: Influencers | These stakeholders can significantly influence outcomes but do not want to be involved in the details to keep satisfied with key updates.

Communication Ideas: Keep them informed of broader impact and outcomes and high-level details.

Examples: Executive summaries, milestone reports, concise dashboards

Group 3: Supporters | These stakeholders have a high interest in your project or services but relatively little power or influence over decision-making.

Communication Ideas: Engage with updates, invite feedback, and build advocacy and ownership.

Examples: Newsletters, workshops, focus groups, surveys, email updates, 1:1 conversations

Group 4: Observers | These stakeholders want essential information only and require minimal communication.

Communication Ideas: Updates to maintain awareness.

Examples: Public updates, website notices, occasional emails