

Stakeholder Mapping - Key Points to Consider

Understand your requirements:

- What is it you need from stakeholders and how do you need it:
 - Data
 - Knowledge
 - Access to sites
 - Case studies
 - Dissemination opportunities
- Identify levels of stakeholders involvement and likely impact - those that are critical, those that are nice-to-have
- When do you need them? At the proposal stage or further into the programme of work

Consider what you can offer:

- Opportunity to influence research direction
- Interim results (early win)
- Final outputs tailored to stakeholder needs
- Access to wider research landscape, your expert knowledge

Understanding stakeholder perspectives:

- Large organisations often have many smaller departments who may need to be involved
- Policy/culture context – making links takes time. Consider motivation and
- Consider the best language/approach to use for groups of stakeholders

Smoothing the process:

- Engagement – who, when, with what? Consider the various stages in project planning
- Work to understand stakeholder motivation, priorities, timescales
- Be clear and realistic on what you can offer – manage expectations
- Identify efficiencies to make engagement more symbiotic
- Recognise intangible work – the need to work with stakeholders to identify what they need – a learning journey

Regular reflection:

- An iterative process – mapping takes time but helps prioritise action
- Recognise stakeholders (both individuals and organisations) might change as the project progresses
- Interest will fluctuate during the project – identify key points to engage
- Be flexible where possible, both in your planning and in reacting to evolving stakeholder requirements