

## RELATING WITH STAKEHOLDERS “Context”

**Stakeholders are the assets of every succeeding project. Therefore it is necessary to identify them and to integrate them.**

The approach of this tool is to:

- Identification of the Stakeholders
  - Who could have an interest on the project and its outcome?
  - Who could be affected?
- Ranking by signification
- Analysing the expectations of stakeholders

Ca. 120 min

Material: Instruction, copy of the material, moderation cards, 3 pin boards, paper, pen and pencils

### Definition

**Stakeholders** are all persons and institutions which have directly any kind of influence on the project and its success and which are effected by the aims.

The aim of the analyses is:

- Help to identify the various groups of interest
- Help to identify the stakeholder significant for the project.
- Help to deal with interests, demands, needs and requirements of the stakeholders

### Instruction sheet

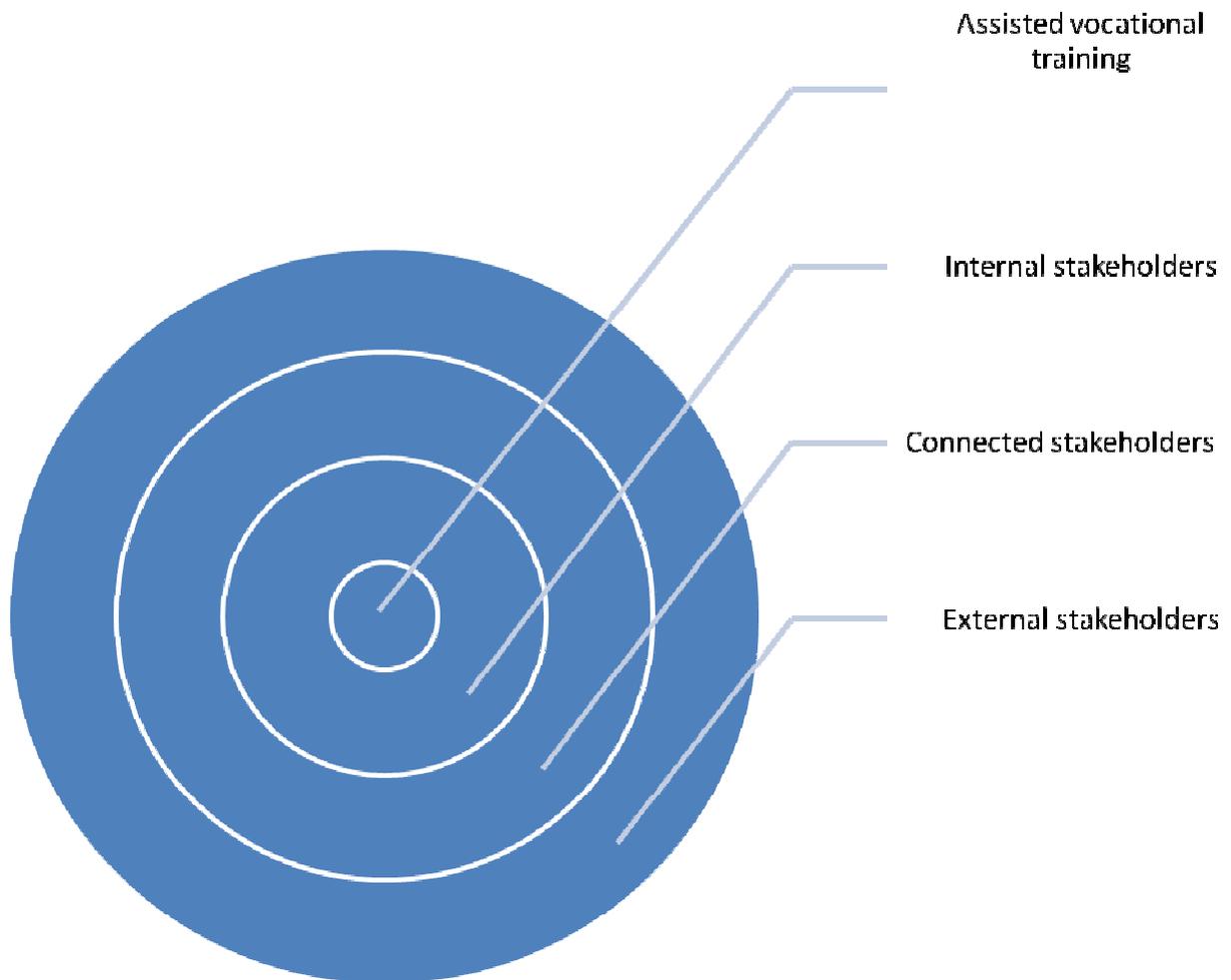
**A: Identification of the Stakeholders**

- Who could have an interest on the project and its outcome?
- Who could be affected?

1. **Please make a brain storming of who could be a stakeholder.**
2. **Write the suggestion individually on cards.**
3. **Pin your stack of cards on a board and explain why you wrote the card.**
4. **During the process it is still allowed to collect more potential stakeholders. (30 min)**

**B:** Ranking by signification

**Please sort the stakeholders by the closeness of the project (15 min)**



**C: Ranking by signification**

Please sort the stakeholders on a board after interest and influence (15min)

↑ Influence of stakeholders	Meet their needs	Key player
	Least important	Show consideration
	<b>Interest of stakeholders</b>	

**D: Analysing the expectations of stakeholders**

Please sort the stakeholders in power and influence. (10 min)

Now work in pairs and pick one or two and explain how you could approach them.

Please minute the results and present this to the group. (20min)

High	Keep satisfied	Manage closely
<b>POWER</b>	Minimum Effort	Keep informed
	<b><u>INFLUENCE</u></b>	
Low		High

Why do we divide the stakeholders in such detailed way?

This is a way to look at them closely and identify them in their differences.

Therefore we will be able to approach them in a way most useful for our project.