



STAKEHOLDER ANALYSIS

General information

- Objective:** Participants
- understand the usefulness of a Stakeholder Mapping prior to engaging and communicating with stakeholders;
 - learn to map stakeholders and to develop different communication strategies by stakeholder group.
- Duration:** 1h15
- Type of Technique:** group work and facilitated plenary session
- Difficulty level:** Medium
- Requirements:** Flipchart paper, Pinboards
- Preparation of room:** Chairs in U-shape, tables for group work

Introduction

In case of an emergency, public health is likely to share leadership with a wide range of governmental and nongovernmental partners, including law enforcement, fire departments, hospitals, emergency medical services, crisis managers, the military and intelligence agencies.

Cooperation with partners is a crucial part of effective media communication. During this exercise, the participants learn how to prepare for the communication with different stakeholders with the help of a mapping tool. Each stakeholder is thereby positioned on the “map” according to the criteria: (1) low / high potential to influence the emergency situation and (2) low / high interest in and support in resolving the situation. Based on the mapping, communication measures can be developed for stakeholders situated in the same quadrant, e.g. for Sector D: active involvement in planning and decision-making.

Procedure

Step	Time	Most important content	Required material	Hints
Introduction	10'	The trainer asks the participants to summarise in few words the case study used in Module A (e-learning part). He/She then	Case study Rift Valley Fever 3.2_HO_Stakeholder	



		<p>refreshes the memory of the participants on the Stakeholder model and draws the 4 quadrants on Flipchart.</p> <p>The trainer divides the participants into 3 sub-groups and hands out the case study and the Handout for the exercise.</p>	Analysis	
Action	30'	Each sub-group follows the instructions on the Handout and captures the results on Flipchart paper	Flipchart, Metaplan cards, Markers	Prepare markers and 1 page of Flipchart paper for each group
Publication	10'	Each group presents its results in the plenary		Pin the Flipcharts on the pinboard or the wall so you can show the results of all groups at the same time.
Processing	10'	<p>The trainer asks:</p> <p>How was the group work? What were the challenges? In which way are the results of the sub-groups similar / different? Why? What do you think about the tool?</p>		Most probably, there will be differences in the positioning of the stakeholders between the groups. Ask the participants to explain why they positioned the stakeholder in this particular space. Stress that there is no "one correct answer" but some room for interpretation in how you see the role of a certain stakeholder.
Generalisation	10'	The trainer summarises strengths and limitations of the tool and how it can be used to develop a communication strategy for different stakeholder groups.		The trainer should prepare strengths and limitations on ppt or Flipchart beforehand.
Application	5'	<p>The trainer asks:</p> <p>Do you think you will use this tool in practice in your work context? Collect examples from participants.</p>		



Variations

If you have more time, the group work can also involve the establishing of a list of stakeholders. Task 3 (development of communication measures per Sector) can be extended to proposing communication activities for the stakeholders in each of the four quadrants.

Background Material

Check out the e-learning Module A “Strategic Communications Planning”, Presentation 3A: “Strategic Choices”. In this video, the tool for Stakeholder Mapping is explained in detail with this slide:

