REFLECTION: STAKEHOLDER MAP

A stakeholder is any person, group of people, or organization that has an interest in, or is affected by, the outcome of a project or decision. This can include people who benefit from or are impacted by the project, as well as those who have influence over it. For example, in healthcare, stakeholders include patients, nurses, and hospital administrators. In other organizations they might be employees, customers, clients, investors, regulators, suppliers and the community.

Who are the stakeholders of the project and how do they interact with each other?

Who are the key people involved in your project or challenge (e.g., patients, providers, administrators, patient care support staff or customers, users, project managers, team members, and external vendors)? How do they interact?

What influence do the stakeholders have on the project and how they might be influenced by the project?

Which stakeholders have decision-making power over your project or challenge, and what kind of decision-making power do they have (e.g., over customer care, timeline, budget)? What about how your project might influence them?

Who we need to involve in the project and why?

Which stakeholders are key to understanding the challenge or issue we are working on, and why?

How can we effectively communicate with the stakeholders during our project?

How should we tailor our communications to different groups of people we need to hear from or involve in our project?

Based on our stakeholder map, what should we do next and who should do what? Why?

Who does what in our group in order to continue our project in such a way that we include our learnings from the stakeholder map reflection? What do we now know that we didn't know before? What do we still not know and how could we fill that knowledge gap? What should we do next? What actions can we take right now (e.g. gathering more data, conducting interviews, doing onsite-observation, creating prototypes, running small tests, or consulting with experts)?