

Stakeholder Analysis



Strive Together
Every child. Cradle to career.

Stakeholder Identification

Identify people who:

- 1) Have a **point of view or a stake** in the work you are focused on
- 2) May or may not have a point of view in the work but **shares strong ties with the people involved**
- 3) With **formal power in the system**
- 4) With **informal power in the system**
- 5) Are or will be **affected directly or indirectly** by improving your outcome and/or in the work you are focused on
- 6) Have **Something to lose** if your work works

Stakeholder Factions

- **Partners/Allies** – people with the most to gain. Allies = support but no risk; partners = support & all in (risk is fine)
- **Opposition** – Actively impede progress, usually have the most to lose.
- **Casualties** – who will be left behind, disregarded, fired
- **Troublemakers** – people who sound the alarm about need for change but marginalize themselves in the process
- **Authorities** – people who hold considerable formal and informal power
- **Yourself** – your own people who may have competing commitments that will impact your choices

Understand Values, Loyalties & Losses

Values: What do they value based on their behavior (not what they say)

Loyalties: Who might this person feel beholden to or responsible for? These loyalties may make it hard for the person to support you even though they might really want to.

Losses: What could this person lose if progress is made? Potential losses could be – identity, competence, comfort, reputation, time, status, security, power, independence, resources...