Analyzing stakeholders

- Use the table to identify and organize highest-priority stakeholders
  - Are the actors (3) ready for change? Can they (4) serve as an ally? How much power (6, 7, 8) do they have to effect change?
- Focus on the stakeholders with the most opposition and power

1. Name	2. Organization	3. Knowledge	4. Position	5. Alliances	6. Resources	7. Influence	8. Power
		1=no knowledge 2=some knowledge 3=significant knowledge	1=opposed 2=neutral 3=supports	Individuals or organizations that collaborate	1=little or no resources/ability to mobilize 2=some resources/ability to mobilize 3=significant resources/ability to mobilize	1=limited influence 2=some influence 3=significant influence	Average of resources and influence

Prioritize audiences

Coaches should aim to understand the level of knowledge, level of support or opposition, and interests of each audience to tailor messages and strategies to reach them appropriately

Primary audience	Stakeholders with high power, whose knowledge and perceptions must change to achieve the policy objective	What language(s), including technical jargon, do they speak? Is there anything else you need to know about reaching or engaging with them?
Secondary audience	Individuals or groups whose knowledge and perceptions may be influential to achieve your primary objective—especially if they have relationships with your primary audience	Who else do you need to reach (directly or indirectly) to reach your primary stakeholder?

Stakeholder mapping

More Power

Keep satisfied

Target primary messages

Support — Opposition

Monitor

Keep informed

Less Power