**Working with People: Stakeholder Analysis Exercise**

# Step One: Identifying Stakeholders

**Review:**

Think back to your first post-work assignment where you developed a data collection plan and reflect on how it may have changed during this initiative. Using the following questions to reflect:

* What is the focus of your PDSA cycle? Has this changed from what it was originally?
* What do you intend to happen as a result of this change?
* What are different strategies and approaches could you use to achieve your goal?
* How, when, and with what frequency will you collect data and reassess your plan?
* Depending on the outcome, what will you do next?

**Background:**

The purpose of stakeholder analysis is to help program initiators identify which departments and individuals will have an interest in the program, where barriers might exist, and what actions need to be taken to obtain the buy-in and participation of those departments and individuals.

To address a community issue, identifying the people who will be involved or impacted is a good first step. Generating that stakeholder list, however, can be complicated. Use the table below to simplify this task.

|  |  |
| --- | --- |
| **Stakeholder Category** | **Stakeholder (name of group or individual)** |
| Those who are or will be directly affected |  |
| Those with decision-making authority or other sources of influence |  |
| Those who have resources or skills that may be needed |  |
| Those who will be implementing the results or outcomes |  |
| Those who will actively oppose or attempt to derail the process |  |
| Those who will actively support or promote the process |  |

# Step Two: Stakeholder Analysis

Once the stakeholders have been identified, a simple stakeholder analysis will provide the information needed to design an effective participatory process. To get this information, complete the chart below.

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| --- | --- | --- | --- | --- | --- |
| **Stakeholder****(Name of group or individual)** | **Interests****(What are their biggest concerns?)** | **Position****(What outcome is a “win” for them?)** | **Influence****(Do they have special power in the situation?)** | **Involvement****(What level of participation do you predict?)** | **Special Considerations** |
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