

Stakeholder analysis activity

Handout for session 1.2

Aim: Identify the main stakeholders of the research project

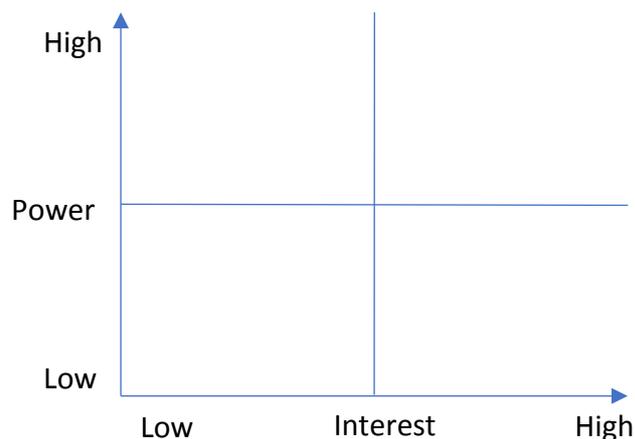
- Use the following steps to guide the process
- Limit the amount of time spent on each step to 10 minutes
- Use post-its for each stakeholder – don't be limited to a single post-it per organisation

1. List all the stakeholders that can influence the research project

- May be individuals, types of people, departments, teams, organisations, groups and networks.
- Categorised according to groups – e.g. government, research, healthcare providers, media, donors
- Most relevant and well-known actors
- Level of detail depends on how specific the objectives of the project are

2. Map all stakeholders onto an interest/power matrix

- Draw the axes of the map on a large sheet of paper and place the post-its on the map: their absolute position is less important than their positions relative to each other.



- **Interest:** What degree are the stakeholders likely to be affected by the research project? What is their level of interest?
- **Power:** How much influence do the stakeholders have over the project? To what extent can they help achieve or block the desired change?

3. Draw links between stakeholders according to their relationships and networks

- Types of lines to distinguish formal, informal relationships
- Thickness of lines to show the strength of the relationship

4. Identify the key primary and secondary stakeholders

- **Primary:** Who directly affects the research uptake objective being achieved?
- **Secondary:** Intermediaries – who do the primary stakeholders get their information and advice from? Who do they trust? Who/what influences their decisions?