

Stakeholder Web



Instructions

PURPOSE:

Identify and manage your team's most important stakeholders.

DELIVER:

Face-to-face.

TIME NEEDED:

30 minutes.

STEP-BY-STEP:

1. Introduce how team success can be influenced by people, or 'stakeholders', outside the team. Let's identify these stakeholders, who may be individuals or teams.
2. Ask the team to list your key stakeholders. Identify at least 5-10.
3. On your Stakeholder Web, draw the stakeholders identified around your team. Put the stakeholders who have the greatest impact on team success closest to your team.
4. Now draw a line between each stakeholders and your team. Line thickness should represent strength of support for your team's activities. Thicker lines represent more support for your team's activities.
5. Ask the team:
 - "Do we have the most support from our most important stakeholders?"
 - "Where do we need to build stronger relationships?"
 - "How can we do this?"
6. Share actions after the meeting. Regularly revisit and update your stakeholder web.