

## STAKEHOLDER MAP

### Purpose

The stakeholder map is a method to visualize the various groups involved in a particular product or service, such as companies, customers, partner, suppliers etc. The stakeholders can be visualized by different sizes to show the different impact or influence and importance they have. You can also link the interrelations of the different stakeholders, this helps to visualize and analyse how the stakeholders influence each other.

### Steps

1. Start collecting the relevant stakeholders in a simple list by writing one stakeholder on one sticky note (use different colors for different kinds of stakeholders, e.g. yellow for customers and blue for partners)
2. Divide them into supportive and problematic stakeholders
3. Add one sticky note to each stakeholder with a quote expressing their thoughts, opinions, or expectations in relation to your company
4. Save the stakeholder map and refer to it as you move through the process.

### Implementation

The stakeholder map can be created using a Whiteboard or a metaplan wall. You can use coloured sticky notes or moderation cards and magnets to visualize the stakeholders.

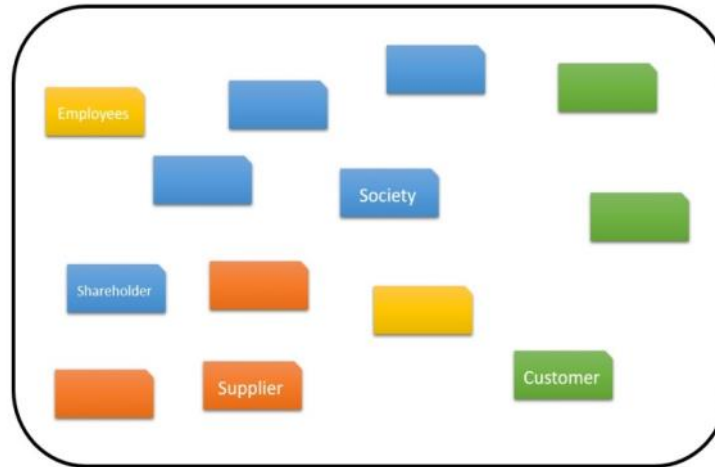


*You should work in a Team with 3-7 participants.*

*The suggested time is 30-45 minutes.*

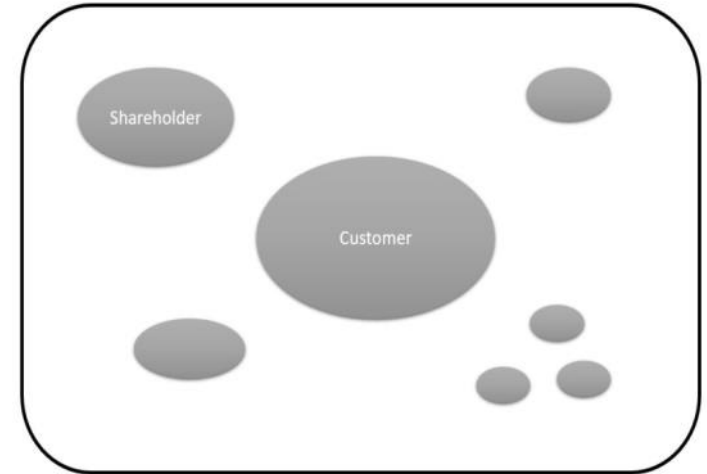


### Example



The Stakeholder can be grouped by customers, shareholder, supplier, employees etc. with different color codes. Another grouping can be internal or external stakeholder.

Fig. 1: Example of a Stakeholder Mapping




Another method (e.g. when using a Whiteboard) is to represent the influence or importance by the size of the ellipses.

Fig. 2: Another Example of a Stakeholder Mapping

Examples and possible Templates can be found and downloaded at:

 <http://www.tools4dev.org/resources/stakeholder-analysis-matrix-template/>

 <https://www.smartsheet.com/free-stakeholder-analysis-templates>



Note: you can combine these two methods



Further information can be found at: <https://uxdict.io/design-thinking-stakeholder-maps-6a68b0577064>

