

## Tool: Analyze your stakeholders



What can I do with this tool?

A Stakeholder analysis provides you with an overview of relevant people and organizations for your project. It shows you risks and opportunities. It makes clear who should be **informed**, who should be **consulted** and who should be **partner** in your actions. And most importantly: a Stakeholder analysis helps you decide on who you should focus most of your efforts.

For whom is this tool meant?

For professionals who help implement international agreements on biodiversity, climate change and sustainable development

What knowledge is presumed for using this tool?

To effectively use this tool, it is required to understand Key subjects 1 and 2 of the course [Strategic communication](#) on [Frogleaps.org](#)

When can I use it?

It is never too late for a Stakeholder analysis, but we advise you to do it in an early stage. The sooner, the better! People who feel left out, are much more likely to oppose the changes you strive for. People who are involved in an early stage, are often willing to help you.

## How can I analyze my stakeholders?

### Step 1

**Map your stakeholders.** Make a list of people and organizations who are affected by the changes you propose.

### Step 2

**Understand your stakeholders.** For each stakeholder find out what their interest is in the changes you propose. Find out what benefits or disadvantages they will experience when you realize your changes. Do they gain or lose? And find out if they have power to help you succeed or fail. For this step you need to go to the stakeholders and ask questions. Face to face. Open and honest. Listen carefully. Do not impose your views. During this step, their view is the only view that matters.

### Step 3

**Identify desired role of your stakeholders.** Decide how you involve them in your project: just inform them, also consult them or partner with them: give them responsibility for your project's activities.

### Frogleap!

Now you know who **you need to succeed and how to focus your energy**: Partner with key players, keep high power stakeholders happy, give tools to fans to create word of mouth and keep bystanders informed. For this frogleap you need two-way communication: sit around the table and agree on desired roles and actions.

## Example stakeholder table: Our case of Simona

Step 1 Map stakeholders Who are affected by the changes you propose?	Step 2 a Understand stakeholders Interest in your aim & activities: Gain or lose? (range +++ / - - -)	Step 2 b Understand stakeholders Power to help you succeed or make you fail? (range high / low)	Step 3 Identify desired role stakeholders Who is bystander, fan, ambassador or partner? (Check matrix next page)
<i>Government agencies and people</i>			
1. Vice Minister of Environment, Director Environment Agency, Director Nature Conservation	+	High	Ambassador
2. Mayor Poljčane municipality, Head of Poljčane Police	+++	High	Partner
3. Colleagues in Nature Conservation Institute	++	Medium	Partners
<i>For profit businesses and people</i>			
4. Inn Keeper Boč nature reserve	+++	Medium	Partner
<i>Not for profit organizations and people</i>			
5. Mountaineering Association and its members	--	Medium	Partners
6. Hunters Association and its members	--	Medium	Partners
7. Individual visitors	-	Low	Bystanders
8. Conservation NGOs	+++	Low	Fans
9. Media	+	Low	Bystanders

### Step 3: Identify desired role and involvement of stakeholders

- **Ambassadors:** Invest medium efforts to *inform and motivate them* so they will **help during key moments**: praise your initiative in public and in formal settings during key moments, give access to their networks, help to open doors, support to help you find money.
- **Potential partners:** Invest maximum efforts to *engage and motivate* them so they will **take responsibility to help you achieve your goals**.
- **Bystanders:** Invest minimal efforts to *inform them* so they will **raise their interest** and support your activities in the future (become fans).
- **Fans:** Invest medium efforts to *inform and motivate them* and give them tools to create **word of mouth**.

### Example stakeholder matrix: Our case of Simona

Power	high	<p><b>Ambassadors</b></p> <p>1. Vice Minister of Environment, Director Environment Agency, Director Nature Conservation</p>	<p><b>Partners</b></p> <p>2. Mayor Poljčane municipality, Head of Poljčane Police</p> <p>3. Colleagues in Nature Conservation institute</p> <p>4. Inn Keeper Boč nature reserve</p> <p>5. Mountaineering Association and its members</p> <p>6. Hunters Association and its members</p>
	low	<p><b>Bystanders</b></p> <p>7. Individual visitors</p> <p>9. Media</p>	<p><b>Fans</b></p> <p>8. Conservation NGOs</p>
		low	high
		Interest	

Now it's your turn: fill in the following table, analyze your stakeholders and focus your energy!

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