

Stakeholder Analysis

Type of Activity: Strategic analysis

Length: Flexi ½ hr – 1hr

Purpose/Objectives: Detailed analysis of the relationships between an issue’s stakeholders

Group: This tool can be used with groups of varying size. If working with a large group, you will need to break into smaller groups.

A good tool to use alongside other analysis and strategy tools.

Facilitator knowledge and skills needed: Standard facilitation skills. Knowledge of group and context is useful, but not necessary.

Resources needed: Either a whiteboard and whiteboard pens or newsprint, markers and tape.

Instructions:

Work with the group to brainstorm a list of key stakeholders with interests in the issue they are working on. Then create a table that has all the stakeholders written across the top axis and the same list written down the side axis.

Coal mining	Government	Coal mining company	Local community	Environmentalists
Government				
Coal mining company				
Local community				
Environmentalists				

Support the group to work through the table exploring the relationships between each of the stakeholders and the ways that their interests diverge or intersect. For example, in the column under government write notes about the relationships between government and the coal mining company, the local community and environmentalists. Relationships can be unpacked in detail, depending on the time you have available and the needs of the group.

Facilitation tips: For this tool to be as useful as possible, make the stakeholders specific. E.g. particular ministries, departments or political parties rather than ‘government’ and various community groups rather than ‘local community’.

Acknowledgements: We are unclear about the historical origins of this exercise. We acknowledge all involved in its development and use, especially in the context of participatory adult education for liberation.

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