



Seed Redemptive Design Tool

Stakeholder Map

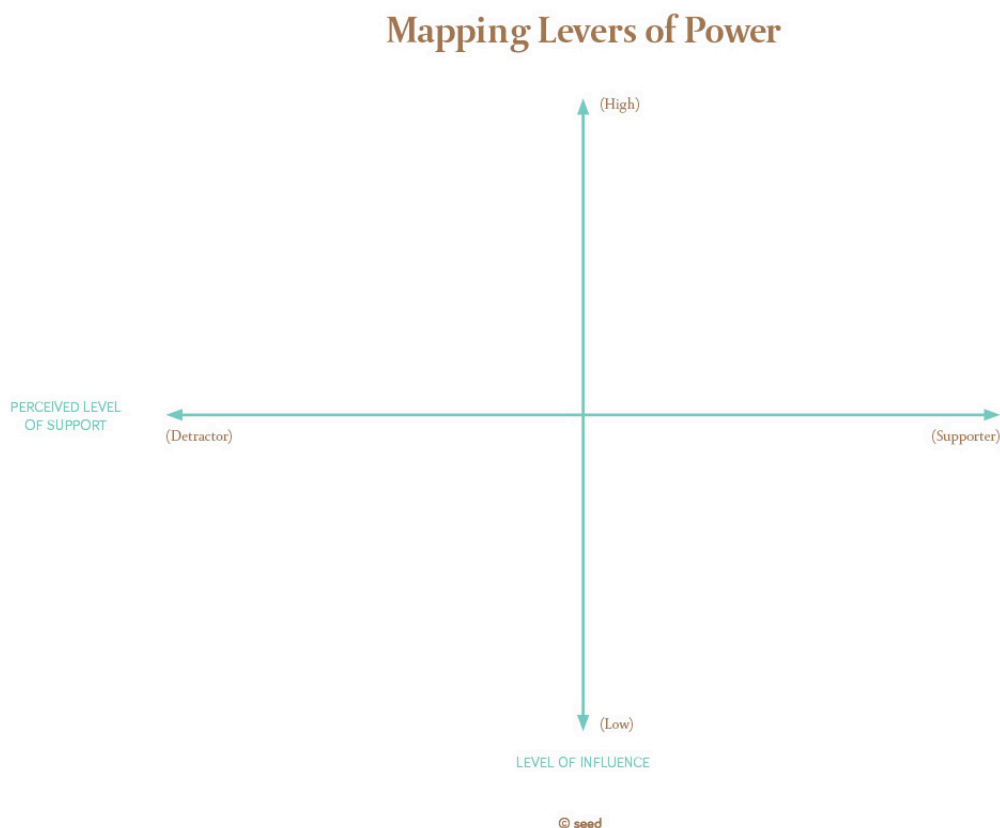
INTRODUCTION

Your idea isn't developed in a vacuum. It exists within a larger system. Within that larger system there is a group of stakeholders who affect and influence your idea, as well as those who will be influenced and affected by it.

The stakeholder map is a simple but powerful tool that helps you analyse your community of stakeholders then understand their level of influence and level of support. If you can get this information clear, you are then able to make good decisions about how to approach each stakeholder and which ones are a priority for you to engage at each stage of the development of your idea.

The Stakeholder Map is based on 2 axes:

1. Perceived level of support
2. Level of influence





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ACTIONS

1. Make a list of all the stakeholders that affect and influence your idea.
2. Give these stakeholders a place on the Stakeholder Map

Now discuss each stakeholder with your team. Try to identify the 3 highest priority stakeholders you need to engage in order to move your idea into its next phase. How will you do that, who will do it and when will you do it?