

Tool for Identifying Stakeholders

Identify the stakeholders, opinion makers, and community leaders who may benefit from or contribute to your potential effort.

Steps:

1. Brainstorm individually all of the people, groups or organizations that could be affected by or who could affect the success of your potential initiative. Think as broadly as possible—and list everyone who comes to mind, including funders, media, faith communities, traditional community leaders, grassroots leaders, other coalitions, youth, those experiencing the problem, etc.
2. Solicit input from the group, putting the names of individuals and groups who would be **most affected by** or have the **greatest impact on** the initiative in the **center circle**, on the side that corresponds to their likely support/opposition (left, for positive contribution; right, for potential opposition or negative contribution).
3. In the outside circle, identify the individuals and groups who will be **moderately or only partially affected or invested** in the initiative, also noting whether their involvement would be positive (supportive of your group's goals and strategies) or negative (opposing your group's work).
4. Reflect on ways to engage (or limit opposition from) the identified parties, and the value of doing so.

Adapted from the "Naming Your Publics" exercise of Trustee Leadership Development, Inc. Used with permission.

Activity - Identifying Stakeholders

