



NEED FINDING

STAKEHOLDER CV TOOL

The Stakeholder CV tool combines a series of proven methods of stakeholder analysis that help understanding stakeholders, their background, thoughts, beliefs, expectations and relations. It can help resolve conflicts that might arise during the co-creation process and to increase trust between stakeholders and the project itself.



FORMAT
Template



TIMEFRAME
1 day



GROUP SIZE
1



FACILITATION LEVEL
Advanced



REQUIRED MATERIALS
PC, template

STEPS



1

Gather general information.

2

Prioritise stakeholders.

3

Identify type of stakeholder.

4

Define expectations.

5

Identify gaps and relationships amongst stakeholders (three tools to be used are the Empathy Map, Semi-structured Interview and Actor-linkage matrix).

6

Prioritise gaps (you need to grade each gap on the Effort to solve, Impact if solved, Frequency).

7

Identify messages (the message needs to persuade the stakeholders to support and engage with the project and/or goals. It needs to show the benefits of what the project is doing and focus on key performance drivers, such as increasing profitability or delivering real improvements).

Benefits

- Insight into user personas.
- In depth analysis of stakeholders.

Tips

- Steps 2 and 3 share a form.
- Steps 6 and 7 include the definition of the workplan.

Sources

1. Marta de los Rios White