

**WORKSHEET: Considering your stakeholders**

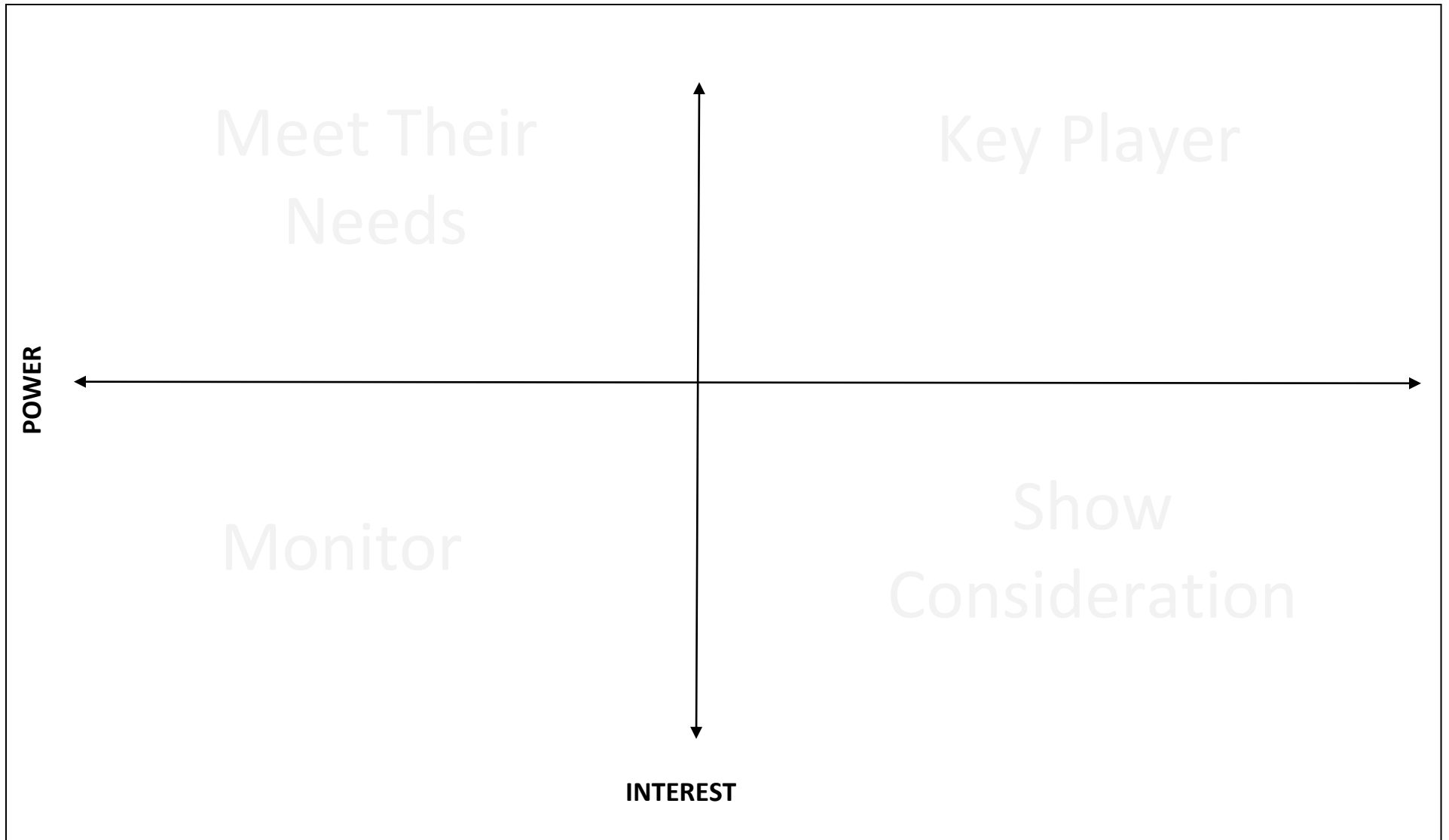
Stakeholder definition:

*Any person, group or organisation that has interests in or can affect,  
be affected by or perceive itself to be affected by any aspect of the project or change*

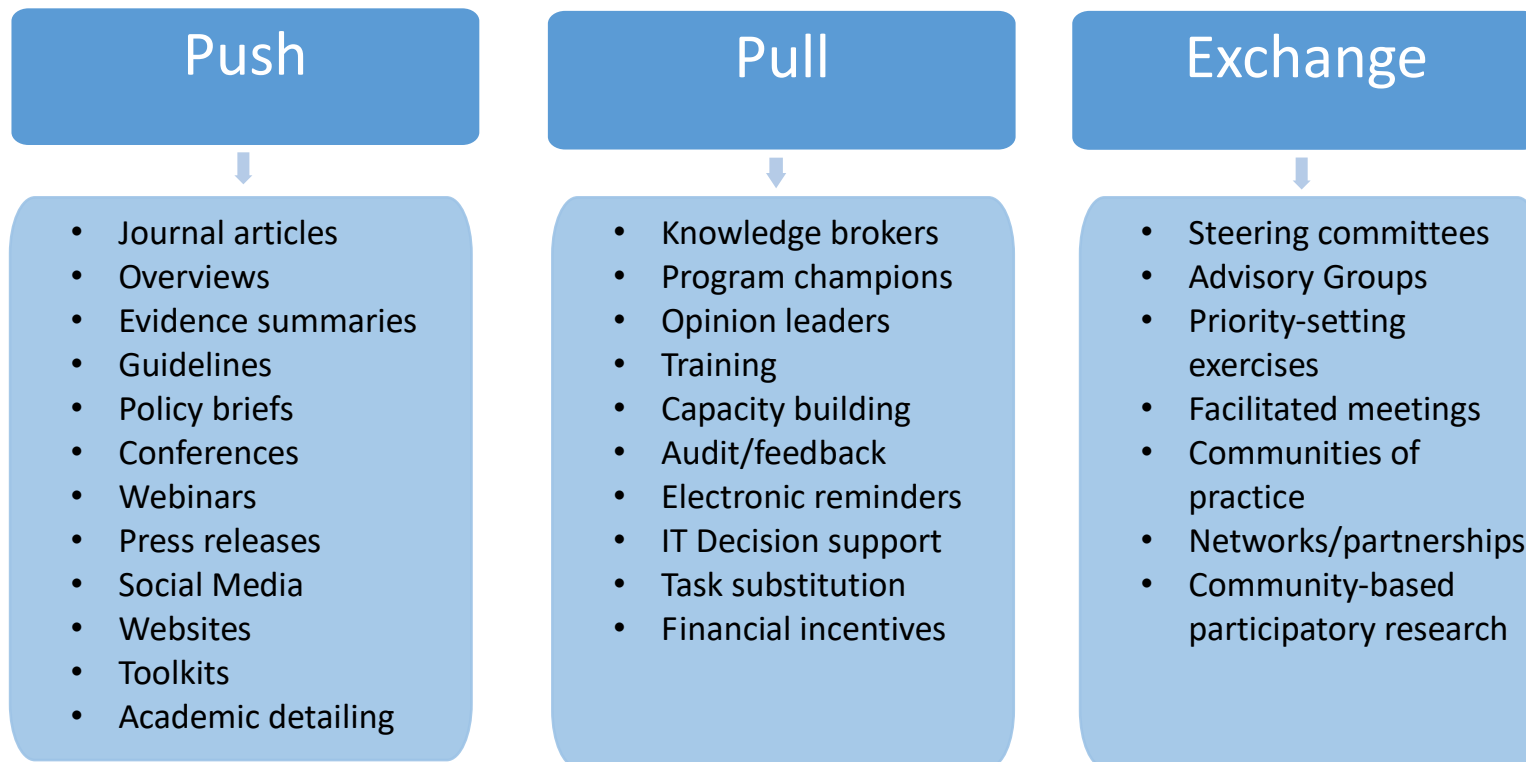
1. List all the stakeholders for the project or change that you're planning

- Do you need to include patients or consumers?
- Would it be helpful to include other disciplines?

2. Create a stakeholder map – Map your stakeholders who you identified in step 1 into the grip
- you might need a new sheet of paper
  - Some people use post it notes so they can move their stakeholders into different quadrants



3. Choose 1 stakeholder from each of your grid quadrants, and choose the most appropriate engagement strategy
- Consider is it a push, pull or exchange strategy?
  - What depth of engagement is required?
  - Consider these strategies when



Grimshaw, J., Eccles, M., Lavis, J., Hill, S. and Squires, J. (2012). Knowledge translation of research findings. *Implementation Science*, 7(1).

	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide balanced and objective information to assist in understanding the problem, alternatives, opportunities, solutions.	To obtain feedback from stakeholders on design, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that issues ideas and concerns are consistently understood and considered.	To partner with stakeholders in each aspect of the decision including the development of alternatives and the identification of preferred solutions.	To place final decision making in the hands of the stakeholder.
Promise	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns , and provide feedback on how input influenced the decision. We will seek your feedback on drafts & proposals.	We will work with you to ensure that your concerns issues and ideas are directly reflected in the alternatives developed and provide feedback on how your input influenced the decision.	We will seek your direct advice and innovation in formulating solutions, and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example	Fact sheets Seminars Webinars Emails Social Media	Forums Surveys Focus Groups Public comment	Workshops Deliberative polling Roundtable discussions	Participatory Decision-making Steering Groups Consensus building workshops	Citizens' juries Ballots Delegated decisions

Modified from: [www.iap2.org/resource/resmgr/foundations\\_course/IAP2\\_P2\\_Spectrum\\_FINAL.pdf](http://www.iap2.org/resource/resmgr/foundations_course/IAP2_P2_Spectrum_FINAL.pdf)

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