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

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**Push**
- Journal articles
- Overviews
- Evidence summaries
- Guidelines
- Policy briefs
- Conferences
- Webinars
- Press releases
- Social Media
- Websites
- Toolkits
- Academic detailing

**Pull**
- Knowledge brokers
- Program champions
- Opinion leaders
- Training
- Capacity building
- Audit/feedback
- Electronic reminders
- IT Decision support
- Task substitution
- Financial incentives

**Exchange**
- Steering committees
- Advisory Groups
- Priority-setting exercises
- Facilitated meetings
- Communities of practice
- Networks/partnerships
- Community-based participatory research

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<table>
<thead>
<tr>
<th>Goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To provide balanced and objective information to assist in understanding the problem, alternatives, opportunities, solutions.</td>
<td>To obtain feedback from stakeholders on design, alternatives and/or decisions.</td>
<td>To work directly with stakeholders throughout the process to ensure that issues ideas and concerns are consistently understood and considered.</td>
<td>To partner with stakeholders in each aspect of the decision including the development of alternatives and the identification of preferred solutions.</td>
<td>To place final decision making in the hands of the stakeholder.</td>
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<tr>
<td>Promise</td>
<td>We will keep you informed.</td>
<td>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 &amp; proposals.</td>
<td>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.</td>
<td>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.</td>
<td>We will implement what you decide.</td>
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<td>Example</td>
<td>Fact sheets</td>
<td>Forums</td>
<td>Workshops</td>
<td>Participatory Decision-making</td>
<td>Citizens’ juries</td>
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<td></td>
<td>Seminars</td>
<td>Surveys</td>
<td>Deliberative polling</td>
<td>Steering Groups</td>
<td>Ballots</td>
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<tr>
<td></td>
<td>Webinars</td>
<td>Focus Groups</td>
<td>Roundtable discussions</td>
<td>Consensus building workshops</td>
<td>Delegated decisions</td>
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<td></td>
<td>Emails</td>
<td>Public comment</td>
<td></td>
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<td>Social Media</td>
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