

Stakeholder Analysis

Global Studies Experience Day



Why?

Students pick Global Studies because they want to wrestle with tricky societal issues

If you want to contribute to a solution, you need to be able to manage your stakeholders

Defining Stakeholders

- Any individual, group, organization or institution that can be positively or negatively affected by your initiative, project, policy
- Any actor who can influence the project
- Any influential actor who must be considered in case they choose to involve themselves
- Any actor with an interest in the project who could involve themselves without having a direct stake

Examples of Stakeholders

- Businesses
- Communities
- Employees
- Employers
- Influencers
- Interest groups
- Investors
- Knowledge holders
- Management
- Policy makers
- Politicians
- Shareholders
- Technology holders
- Unions

Starting Your Stakeholder Analysis

- Who are your stakeholders?
 - What is their role?
 - How do they relate to other stakeholders?
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- What are their interests and vulnerabilities?
 - What are their strengths and weakness?
 - What changes in their situation would be advantageous or disadvantageous to them?
 - How likely are they to occur?

*Big picture:
players & connections*

*Per player:
What does their world look like?*

**You've been doing
stakeholder analysis
for most of your life...**

Purposes of Stakeholder Analysis

- Seeing a broad picture
- Understanding the range of interests (and resulting opportunities)
- Developing your initiative on the basis of a well-understand mapping of interests:
 - Capitalizing on aligned interests
 - Resolving or minimizing negative effects caused by conflicts

Mitchell, Agle & Wood's Prioritization Criteria

Power	Legitimacy
stakeholder who can achieve their goals or impose their will on you or the situation	stakeholder who is accepted as having sway over the situation

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Mitchell, Agle & Wood's Prioritization Criteria

Power	Legitimacy	Urgency
stakeholder who can achieve their goals or impose their will on you or the situation	stakeholder who is accepted as having sway over the situation	critical stakeholder with a time-sensitive claim or relationship

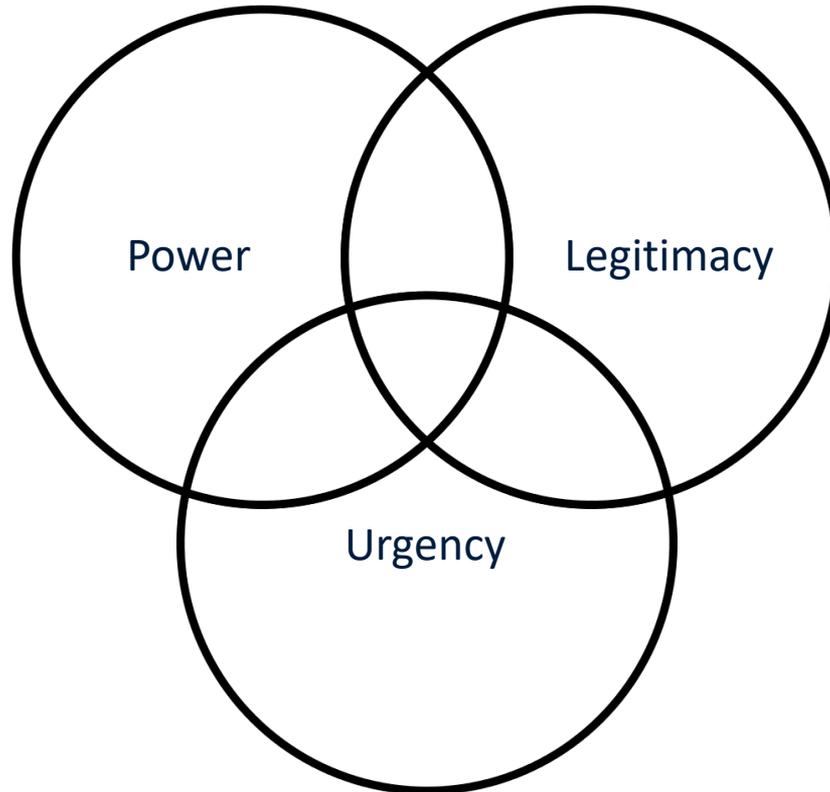
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Mitchell, Agle & Wood's Prioritization Criteria

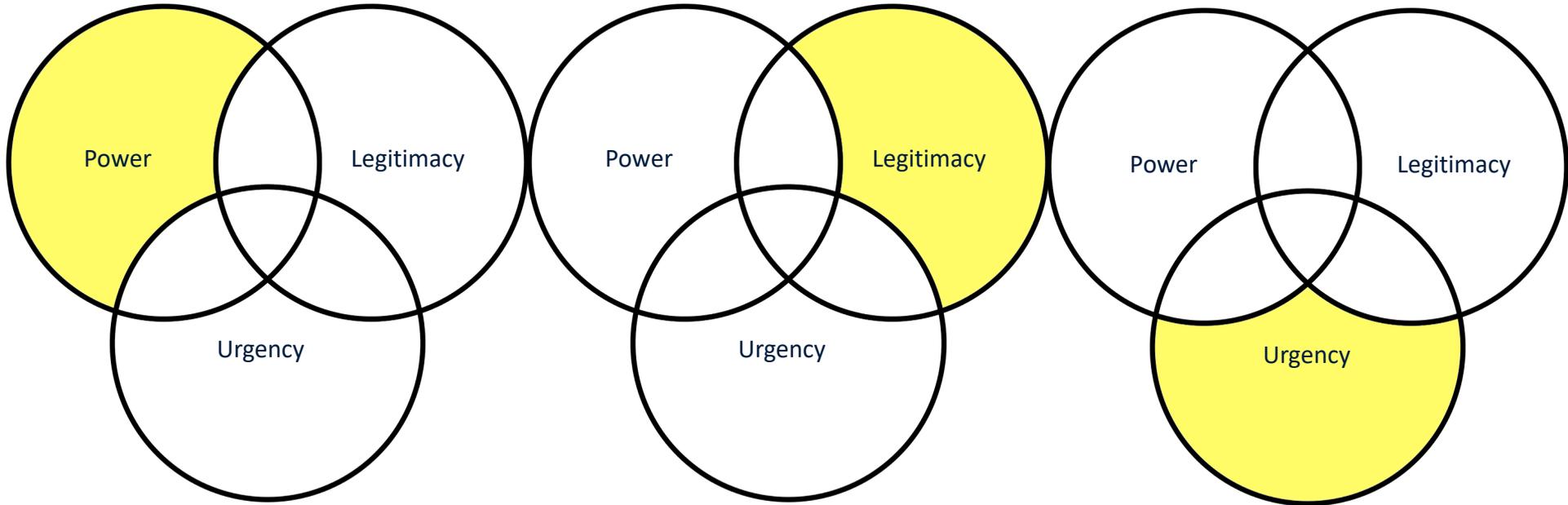
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A **salient stakeholder** is a stakeholder who will be prioritized over others by virtue of their **power, legitimacy and urgency**

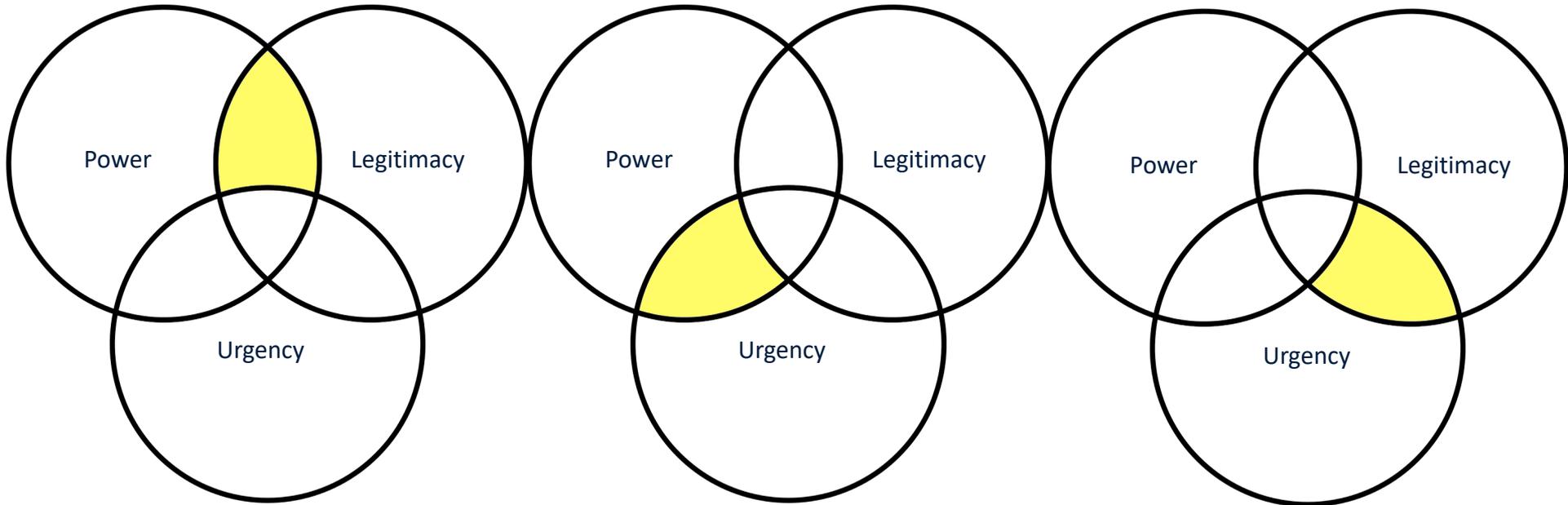
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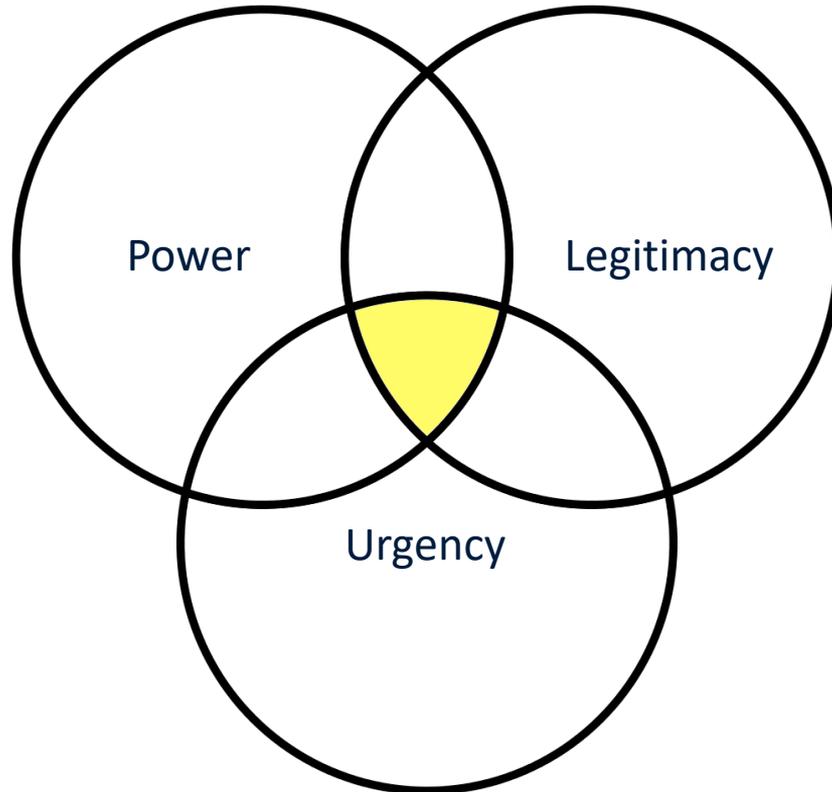
Low Salience Only One Ingredient



Medium Salience Two Ingredients



High Salience A Trifecta



Enjoy Your Analysis!

**Time to help the
tea farmers!**