

Leader Toolkit

Stakeholder analysis



We are **COLLABORATIVE** and **RESPONSIBLE** leaders.

We respect what everyone brings to the team and we act with integrity.

Why use this tool

Use this tool to understand who can influence the success of a change and plan actions to increase their support.

When to use this tool

Use this tool when building your change engagement plan.

How to use this tool

1. List the key stakeholder/ groups; starting with those that will have most impact on the successful implementation of the change.
2. For each key stakeholder/ group, decide their likely **current support position** regarding the proposed change.
Draw an **X** to mark their current support level.
3. For each stakeholder, identify where they need to be for successful implementation of the desired change.
Draw an **O** to mark where we need them to be.
Draw an arrow to connect the **X** and **O** for each stakeholder.
4. List the reason for their current position and therefore any actions likely to be needed to move key stakeholders' positions. These actions should be included in the change implementation plan.

Tips

- This tool is most powerful when used to **analyse individual stakeholders**
- Don't spend too much time on the accuracy of the ratings – they are meant only as a rough approximation of a stakeholder's position. More important is **how to move them in the right direction**.
- Take into account **which stakeholders are likely to influence** the position of other stakeholders – this may already be done if they are listed in order of impact, but not necessarily.
- Based on the above tip, determine if there is a **logical order/sequence to any actions** that have been identified.
- As the change progresses keep an eye out for **new stakeholders** or those whose level of influence has changed

Stakeholder analysis



Assess the support of KEY stakeholders for the successful implementation of the change

1. Names of key stakeholders or key stakeholder groups	2. Their support position for the proposed change Mark current position with X Mark needed support with O Show degree of shift with →				3. Reasons for position 4. Actions required	
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Example James Bell, Store manager	X				Reasons for current position	Critical stakeholder. Comfortable with current system and not confident that system will deliver benefits to his store.
					Actions required to alter position	Outline up-skilling program. Explain impact on store rostering and store hours.
					Reasons for current position	
					Actions required to alter position	
					Reasons for current position	
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					Actions required to alter position	

