# Stakeholder management tool

The objectives of stakeholder analysis and management is to increase the level of support for the SRM Programme both at the programme level and at individual supplier relationship level.

This will happen by focussing on building support. The following steps must be followed:

1. **Prepare**
2. **Map**
3. **Prepare & validate** **Visual of wording in step 4.**
4. **Implement**

## Prepare

Identify influence and support indicators will ensure that stakeholders are mapped accordingly to their characteristics.

## Map

Brainstorm all the stakeholders who will be impacted or have an interest in the SRM Programme or have specific supplier relationships. Stakeholders could include Executives, Service Users, Contract and Performance Managers, etc.

Use the template to capture stakeholder information and perceived levels of influence and support.

\*\* Note that very little can be done to change the level of influence.

### Stakeholder map template

Influence on  
successful SRM & take up in NZ Govt

High

High

Low

Low

Current support for SRM

|  |  |  |
| --- | --- | --- |
| Low Support “Sceptic” | Medium Support “On the Fence | High Support “Ambassador” |
|  |  |  |
|  |  |  |
|  |  |  |

## Prepare and validate

Complete the below model thinking about the most appropriate management strategy for each stakeholder.

### Stakeholder engagement plan

|  |  |  |
| --- | --- | --- |
| Low Support “Sceptic” | Medium Support “On the Fence | High Support “Ambassador” |
| Identify means of increasing support | Seek their advice and support | Involve extensively  Use to influence others  Regular 1:2:1 meetings |
| Keep up to date with programme | Identify personal and organisational wins | Enlist as needed |
| Watch | Inform progress | Keep well informed and involved |

After completing the model develop a communication plan for each stakeholder and validate by seeking other stakeholders’ opinions.

Influence on  
successful SRM & take up in NZ Govt

High

High

Low

Low

Current support for SRM

The stakeholder influence and support indicators could be the following:

|  |  |
| --- | --- |
| Influence indicators | Support indicators |
| Seniority | Stated or perceived position / interest |
| Personality | Level of understanding |
| Experience | Current working practices |
| Role | Level of involvement |

### Stakeholder analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder name | Business area | Job title | Perceived level of influence (H/M/L) | Perceived level of support (H/M/L) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Implement

Using the now completed communication plan for each stakeholder, implement the communication approach to ensure successful stakeholder buy-in and drive the success of the project.

Refer to the communications strategy guidelines to ensure that appropriate planning has been completed to implement effectively.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Stakeholder name | Business area | Job title | Communication message | Method | Frequency | Communicator |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
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