Stakeholder Mapping

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Stakeholder (project)

- ISO 21500: an individual, group, or organisation, who may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project.

- Project stakeholders are entities that have an interest in a given project. These stakeholders may be inside or outside an organisation which:

  - sponsor a project, or

  - have an interest or a gain upon a successful completion of a project;

  - may have a positive or negative influence in the project completion.

Target group

- the particular group of people that an advertisement is intended to reach:

- An ad will be of no interest to a viewer or reader who is not in the target group.

- A target group can consist of several stakeholders (from different business fields)

Communication concept

- Defines the vision and the mission as well as the strategic goals of your project.

- Combines the stakeholder mapping and as well as the target group definition.

- Should include the communication messages as well as communication channels

→visible for all project partners and updated by all of them.

- Is nothing to show/submit somewhere

STAKEHOLDER ANALYSIS

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STAKEHOLDER	INTERESTS	INFLUENCE	NEEDS
Researcher	Detailed explanation of new technologies	New research fields New standards	New impulses for breaking new research
Industry	Benefit for their business	Acceptance of new technology	Be more competitive
Broad public	Benefit for grand challenges	End user acceptance	Want to have a more comfortable life and understand things

Defining the value

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- **?** Is this analysis valid for all project results?

- **?** Is this analysis valid for all partners?

- **?** What is the difference and why?

STAKEHOLDER ANALYSIS
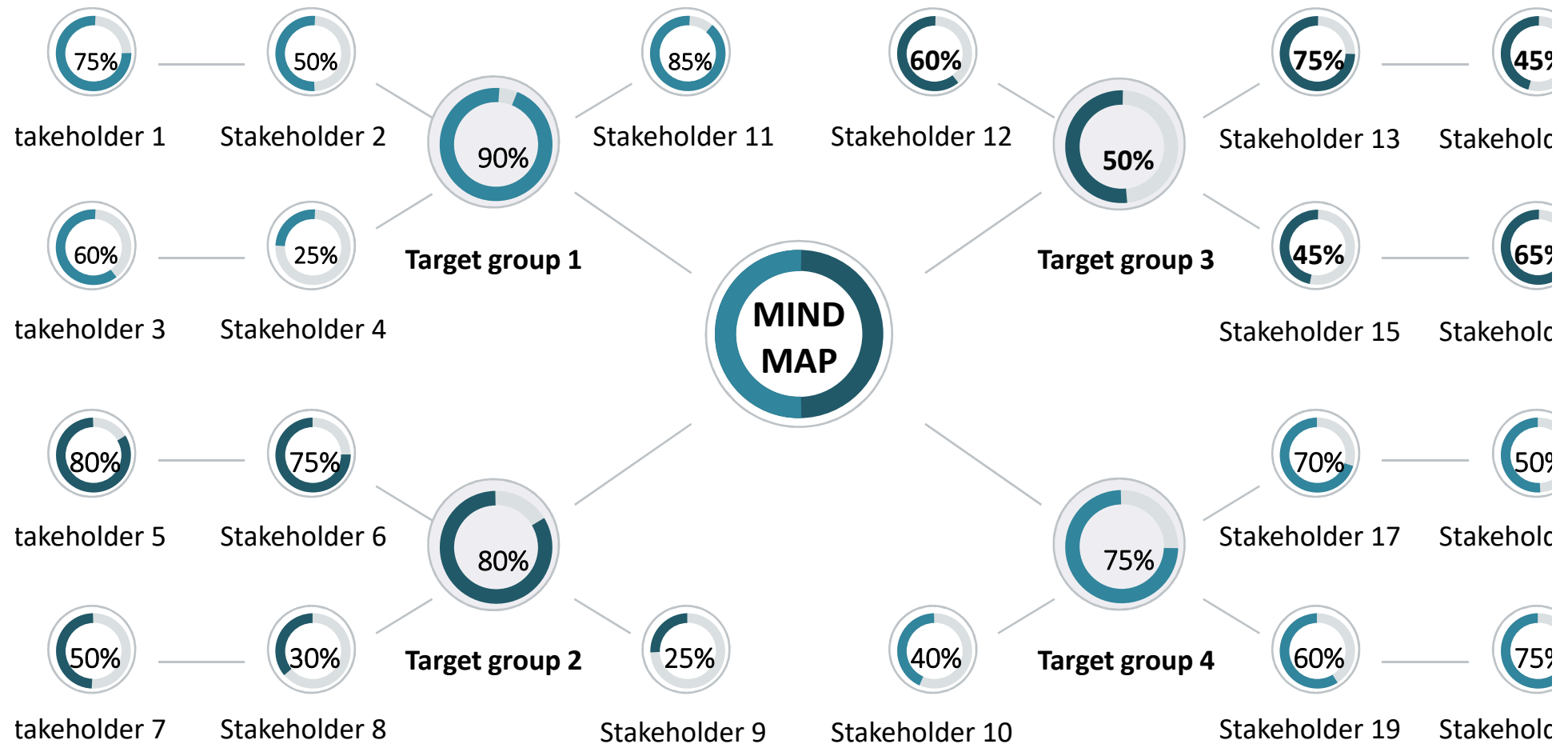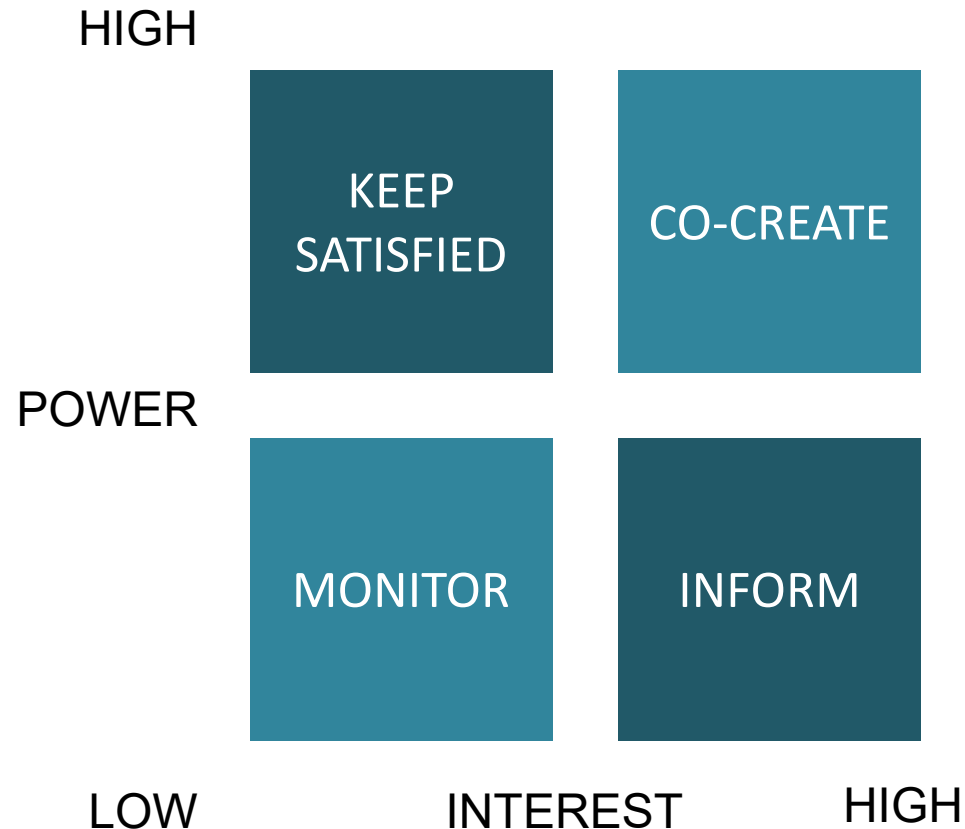# → ongoing circle

PLANNING

SELECT AND DEFINE

IDENTIFY KEY STAKEHOLDER

SELECT AND IMPLEMENT TOOLS

MONITOR AND IMPROVE EXPECTATIONS

ANALYSE STAKEHOLDER MATRIX/TABLE

STAKEHOLDER MATRIX/TABLE

COLLECT AND RECORD INFORMATION

Mind Map

Mapping matrix power/interest

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HIGH

KEEP SATISFIED	CO-CREATE
MONITOR	INFORM

POWER

LOW   INTEREST   HIGH

✓ Place your stakeholder according to your mind map

✓ Redefine for every partner/result

✓ Knowledge of stakeholder is your key to success

✓ Redo at every project meeting

Steps to gain profit

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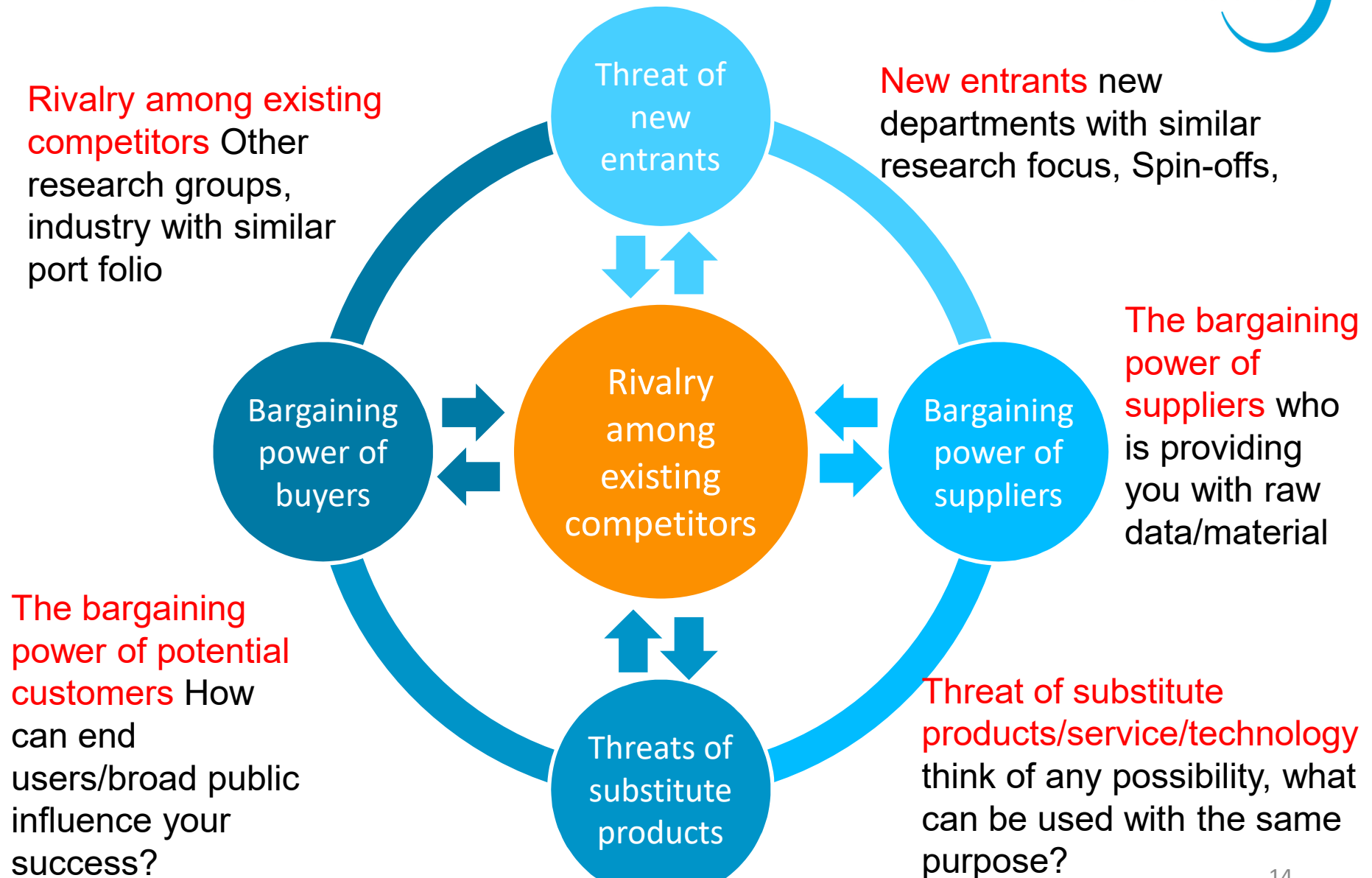| Results ready	Identify the right one	Calculate the benefit	Gain your profit
Prepare your project results in a nice and understandable way	Identify the right one for the right stakeholder	Define and proof the benefit per Stakeholder	Selling your results in the best way is a profit for you
Keep them updated	Customise if necessary	Customise, no general statement	Profit can be money/collaboration/ new market opportunities

PLAN, DO, CHECK, ACT

Try to understand the other side, they won't understand you

Think outside the box

Include all partners in stakeholder mapping

Stakeholder groupings→ 5 Forces

- Is a possibility to group all stakeholders based on their relation to your (project) result and will help you to identify business cases

- The strengthen of the force can be shown as a summary of all involved stakeholdrs in that force

Exploitation strategy

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01

Address?
Identifying target groups and stakeholders for your project

02

Message?
Defined communication strategies for all groups

03

Results of your project?
Identifying the Key Exploitable results

05

Market

04

Where to go?
Defined exploitation pathway for every Key exploitable result (KER)

Questions?