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## SERVICE ORIENTATION

### STAKEHOLDER MAP

*Define, understand, and manage the service Stakeholders*

#### 0. Name of the phase

Service Orientation

#### 1. Name of the tool

Stakeholder Map

#### 2. Duration

40-60 minutes

#### 3. Materials used

- Pens and markers of different colors
- A sheet of paper, minimum size A3, a whiteboard, flipchart
- Sticky notes and markers of different colors
- PC and TV or Presentation Canvas

#### 4. What is this tool, and what are its purpose and benefit?

**Stakeholder MAP (STH MAP)** is used to identify and engage Stakeholders in your project / service (inform, consult, involve, collaborate, and empower).

A STH any individual, group or organization that can affect, be affected by, or perceive itself to be affected by a service/program/project.

Stakeholders may be mapped out on a **Power/Interest Grid** and classified by their power and interest.

Position on the grid may show actions:

- High power, interested people: these are the people you must fully engage and make the greatest efforts to satisfy.
- High power, less interested people: put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.
- Low power, interested people: keep these people adequately informed, and talk to them to ensure that no major issues arise. These people can often be very helpful with the detail of your project.
- Low power, less interested people: again, monitor these people, but do not bore them with excessive communication.

This information is used to assess how the interests of those stakeholders should be addressed in a project, a service, a policy, and program, or other action.

**Stakeholder management** is a critical component of the successful delivery of any project, program, or activity.

A stakeholder analysis of an issue consists of weighing and balancing all the competing demands on a firm/SME by each of those who have a claim on it, in order to arrive at the firm's obligation in a particular case.

Stakeholder Map and analysis are used during the preparation phase of a project/service

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### 5. Steps on how to use this tool in practice

1. Identify a service for your Stakeholders Map (STH MAP)  
This can be one that you are developing or have developed together. Although it is normal for the service one has developed, in this case, it may even be existing for educational purposes.
2. Explain what (STH MAP) is and what is for.
3. Show some examples of STH MAP
4. Design the STH MAP together with the students
5. When ready, analyze the STH MAP and look for patterns, issues, and opportunities from it using a method that you prefer.
6. Discuss your findings and improvements to make.
7. Make a summary of the main findings and improvements.

### 6. Tips and hints for using this tool

You can use the STH MAP to implement the SMEs communication and information systems.

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