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Circles of Impact

Who are the relevant stakeholders for your project/initiative? One way of structuring them is by drawing up internal and external stakeholders.

As a next step, try to position the stakeholders with the highest impact closest to the center (core) of the map (the smallest circle). Consequently, stakeholders with less impact are to be positioned towards the outer circles of the map.

Tip

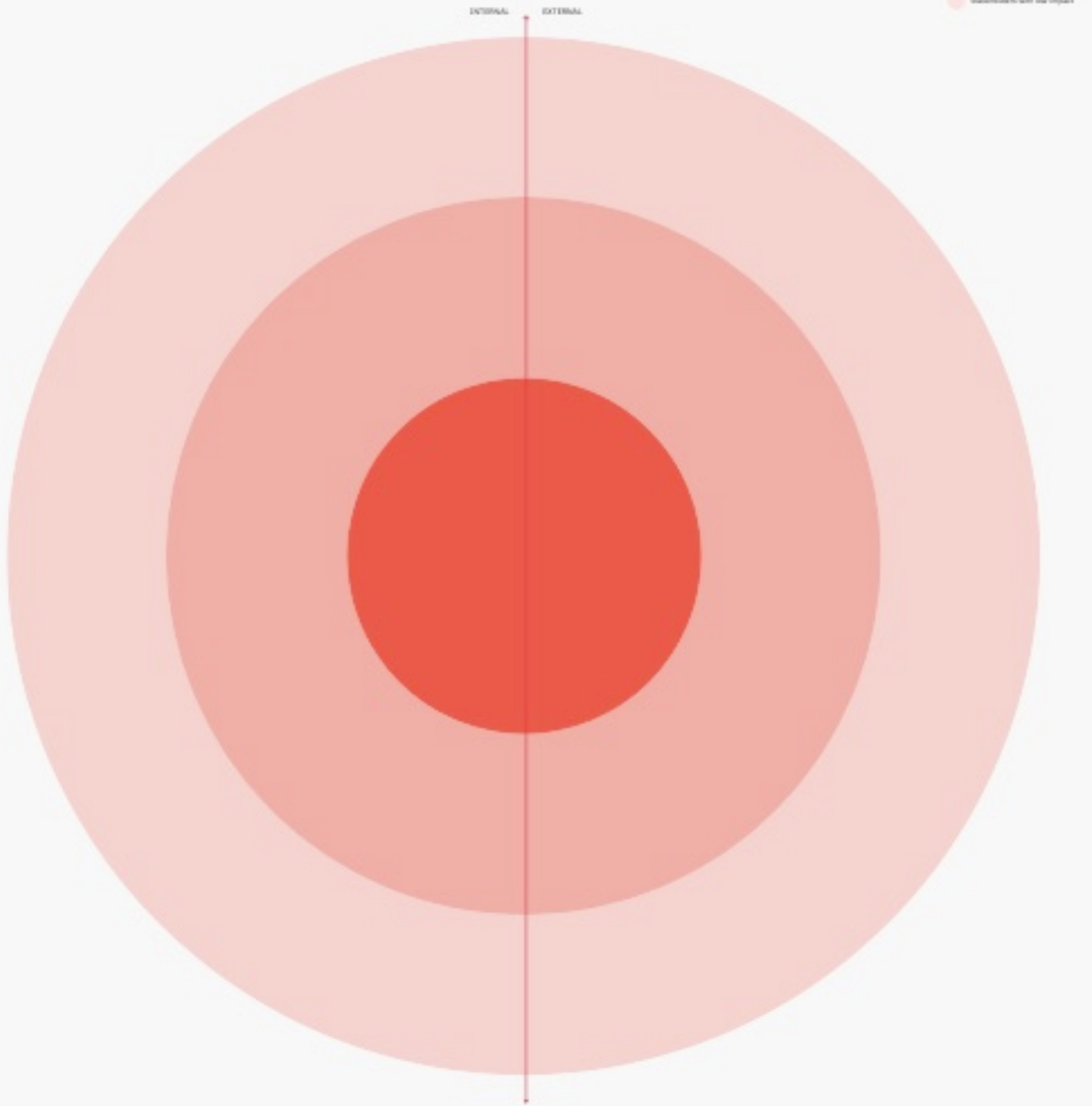
This is just one way to use Stakeholder Mapping.

For instance, you can also use it to draw through settings to people who are the people, services or institutions that have influence on your interest subject, and how they relate to themselves to each other.

You can also use this Map to structure relevant topics in order of priority for your project/initiative. Analyse and record it!

Circular Stakeholder Mapping

CIRCLES OF IMPACT
Map out internal and external stakeholders relevant to the project/initiative. Place the more relevant actors towards the core circle, the less relevant towards the outer edges, etc.



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Impact vs. Responsiveness

Another useful way of looking at stakeholders and structuring them, is by mapping out their impact on, and responsiveness to, you. Who are the less and more relevant stakeholders, and how easy is it to reach out to them? How responsive are they towards requests for help or cooperation?

This mapping will give you a good picture of who you can talk to first.

