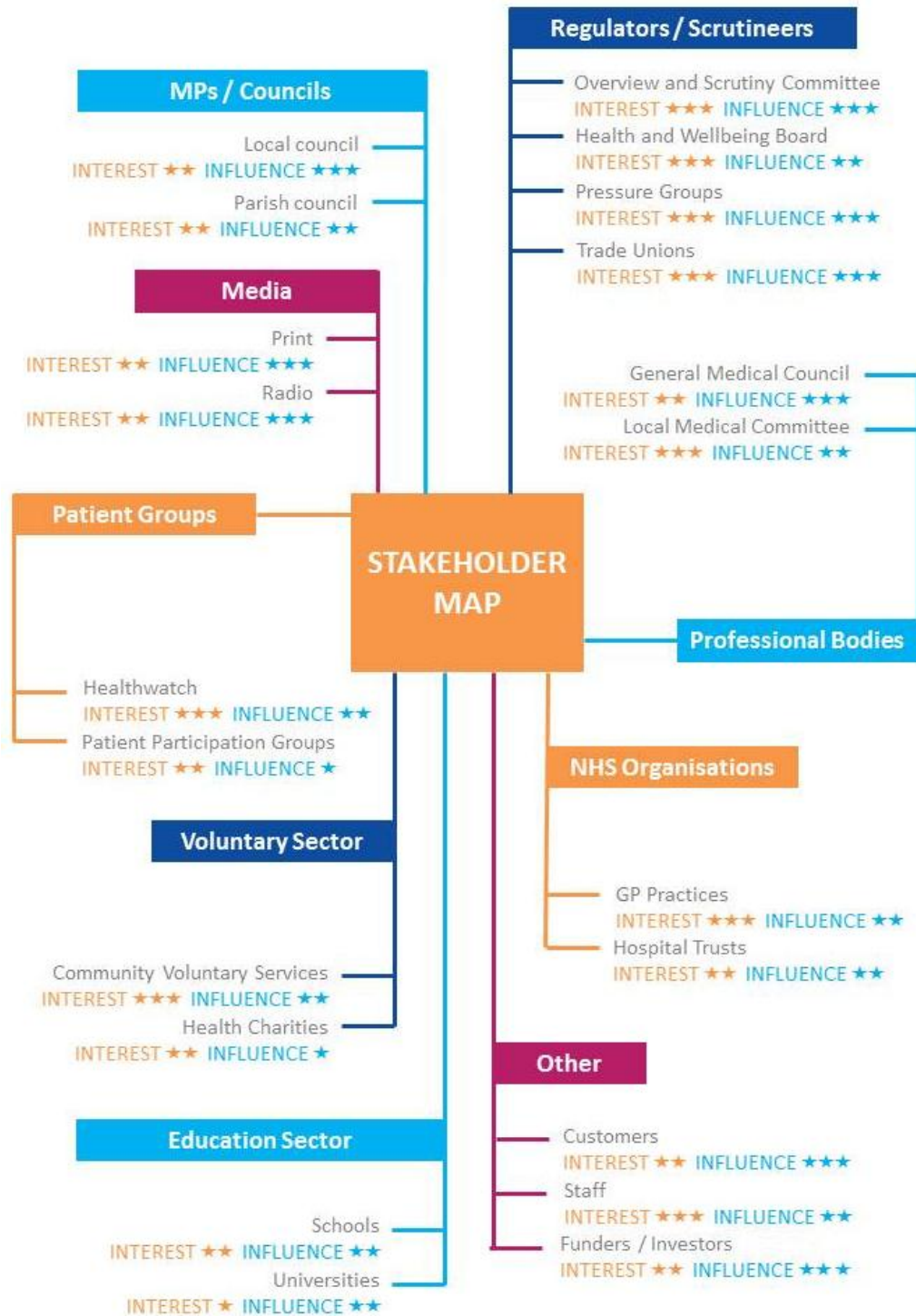


# involvement insights:

## STAKEHOLDER MAPPING

Creating a stakeholder map will help you make sense of your stakeholder list. It will show you how much to involve and consider a group in a particular engagement project. This example is a more creative way of grouping your stakeholders. Influence or interest can be demonstrated by the order of the stakeholders within the lists, or adding a star-rating. [Download a template.](#)



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## TOP TIPS FOR STAKEHOLDER MAPPING

- Be specific – name individuals if possible so you know exactly who you need to talk to
- Map relationships between different stakeholders – you may reach some groups of people via other stakeholders
- Prioritise your stakeholders – look at their influence and interest. Those who rank highly need to be managed closely and treated like a partner
- Keep it fresh – stakeholder maps should constantly develop over the duration of the project, to reflect new intelligence you receive and new people who take an interest.

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