Stakeholder Engagement Process Mapping Guide

Purpose

This guide provides a structured approach to identify, engage, and manage stakeholders throughout a project or initiative. It serves as a mapping template to support transparent and effective stakeholder engagement processes.

Process Mapping Steps

Step 1: Identify Stakeholders

1. List all potential stakeholders (individuals, groups, organizations).
2. Categorize stakeholders by their influence and interest in the project.

Step 2: Analyze Stakeholders

1. Assess each stakeholder's needs, expectations, influence, and impact.
2. Map stakeholders on Influence/Interest matrix.

Step 3: Plan Engagement

1. Determine engagement objectives for each stakeholder group.
2. Select appropriate engagement methods (e.g., meetings, surveys, workshops).
3. Define frequency and responsibilities for engagement activities.

Step 4: Engage Stakeholders

1. Implement the planned activities using selected methods.
2. Ensure two-way communication and provide feedback opportunities.

Step 5: Monitor & Review

1. Track engagement effectiveness and stakeholder satisfaction.
2. Adjust the engagement plan based on feedback and changing circumstances.

Stakeholder Mapping Template

Name/Group	Role	Interest	Influence	Engagement Strategy	Status

Tips for Effective Stakeholder Engagement

- Communicate early and regularly.
- Be transparent about project goals, impacts, and limitations.
- Encourage stakeholder input and foster collaboration.
- Document and act on feedback.
- Review and update your stakeholder map periodically.