



Stakeholder Mapping

Identifying key players in a project

Stakeholder Mapping

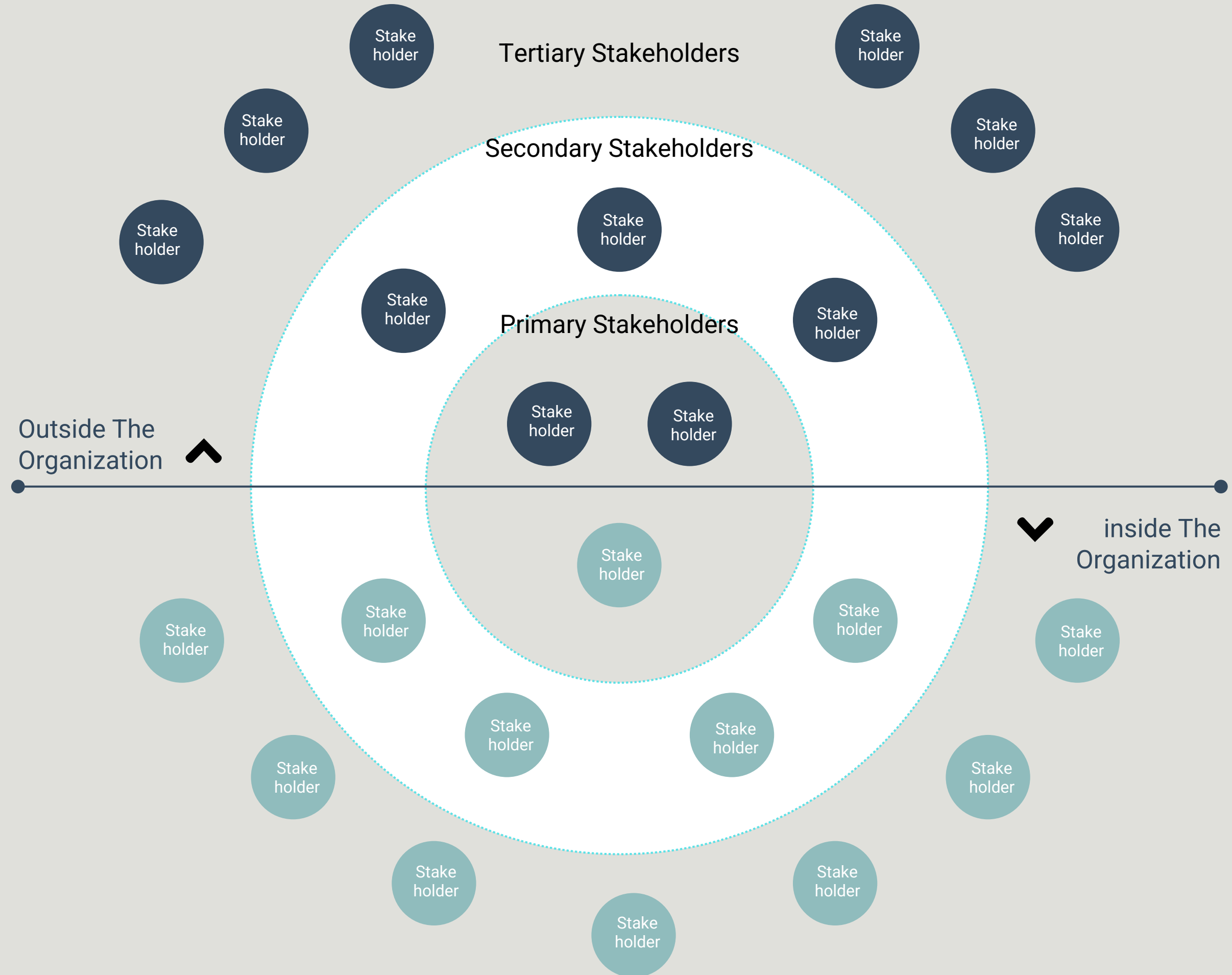
Use this stakeholder map to create a structured plan for how you will engage, inform, and manage the individuals and groups connected to your product, project, or idea. By mapping out relationships and responsibilities upfront, you'll be better equipped to build alignment and avoid surprises later on.



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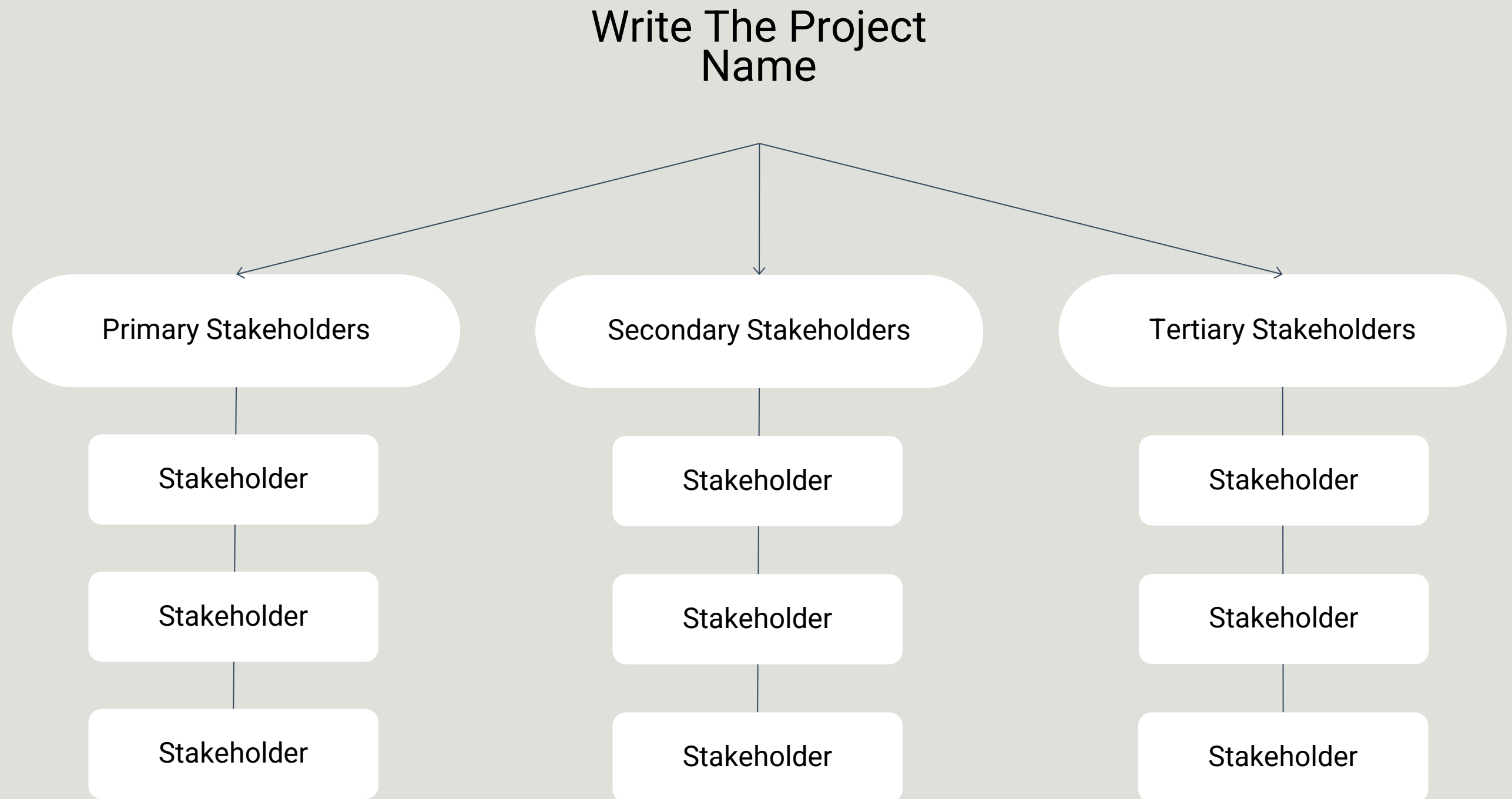
Organize stakeholders in group to clarify a project's priorities

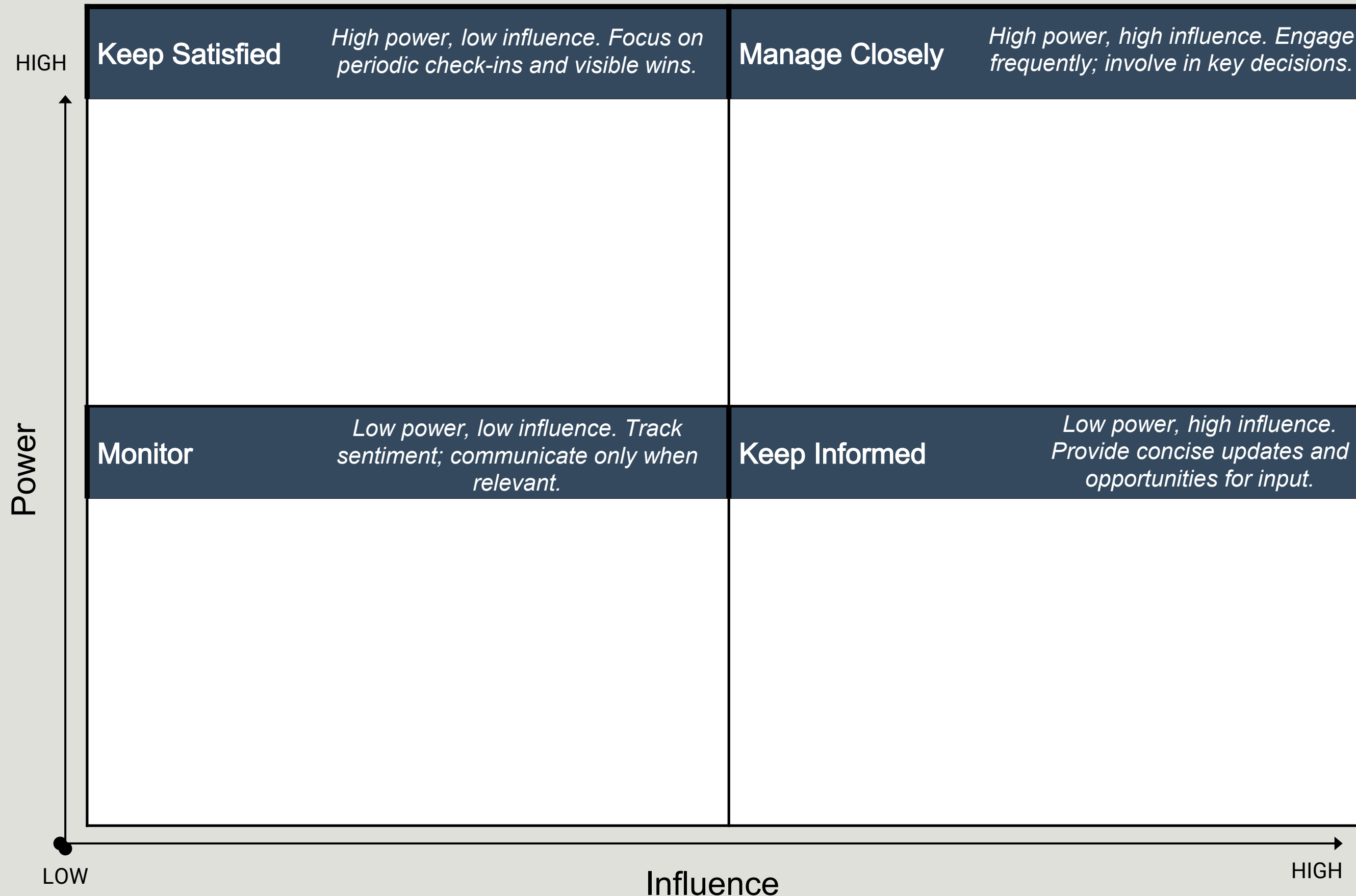


Stakeholder Mapping



Organize stakeholders in group to clarify a project's priorities





How to use

Place each stakeholder where their Power and Influence land. Use the matrix to plan engagement and comms.

1. List stakeholders by role or group (board, Steering Committee, suppliers, users, regulators, partners etc).
2. Score power & influence (Low/High) and drop them into the relevant quadrant.
3. Define actions (cadence, channel, owner) based on the quadrant label.

Next Steps

List down the stakeholders who belong to each group, then assign a point person to craft an action plan for them.

	Keep Satisfied	Manage Closely	Keep Informed	Monitor
Stakeholders				
Point Person				

Let's Work Together

Have a project in mind or want to explore how Raine Parker Consulting can support your organisation?
Reach out - we'd love to hear from you.



**RAINE PARKER
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