Stakeholder Mapping

1 UNDERSTANDING POWER & INTEREST MATRIX

A power and interest matrix is a visual tool used to assess and analyze the relative power and interest of stakeholders in a given context. It consists of a matrix divided into four quadrants based on stakeholders' power and interest levels. The quadrants represent different levels of stakeholder importance. The top-right quadrant typically includes stakeholders with high power and high interest, who are considered key players and should be actively engaged. The bottom-right quadrant consists of stakeholders with high power but lower interest, requiring careful management to maintain their support. The top-left quadrant includes stakeholders with high interest but lower power, necessitating strategies to build relationships and keep them informed. The bottom-left quadrant represents stakeholders with low power and low interest, requiring fewer attention or resources. By using the power and interest matrix, decision-makers can prioritize actions, allocate resources effectively, and tailor engagement strategies to maximize stakeholder impact and achieve desired outcomes. Regular updating of the matrix is essential to account for changes in power dynamics and stakeholder interests, ensuring its continued relevance and accuracy.

To use a power and interest matrix, follow these steps:

1. Define the system: Be clear about the system you are interested in mapping and what the challenge competition will address. The understanding of the system will evolve. This exercise is simply your first attempt.

2. Identify the stakeholders: Identify all the relevant stakeholders who are involved or affected by the system. This template includes suggested categories, but you can change these to suit your needs.

3. Determine power criteria: Define the criteria or factors that represent power or influence in your specific context. Common criteria include authority, expertise, access to resources, control over information, network connections, and the ability to influence decision-making.

4. Assess power and interest: Evaluate each stakeholder against the identified power criteria. You can assign a numerical score or ranking to indicate the level of power or influence each stakeholder possesses. This can be done on a scale, such as 1-5 or 1-10, depending on the complexity of the analysis.

5. Move the stakeholders to the matrix: Place each stakeholder in the quadrant where they belong.

6. Prioritize actions: Based on the analysis, determine how you will engage possible stakeholders. Give greater attention to stakeholders with high power and influence scores, as their support or opposition can significantly affect outcomes. Consider strategies to engage, communicate, or collaborate with influential stakeholders.

7. Monitor and adapt: Regularly review and update the power and influence matrix as the situation evolves or new stakeholders emerge. Monitor changes in power dynamics and adjust your strategies accordingly to maintain effective decision-making and stakeholder management.

2 IDENTIFYING STAKEHOLDERS

Use the space below to brainstorm individuals, organizations, and institutions that are important to the system. This is an internal exercise that will inform your challenge recruitment strategy, stakeholder enagement strategy and who you invite to participate in systems mapping. You can change the categories to fit your needs. Stakeholders may belong to multiple categories, simply pick one!

Unnamed area

POSSIBLE SYSTEMS MAPPING PARTICIPANTS

Key Players

Those impacted by the system

Policy Makers

Power Holders

Outside Experts

Influencers

POSSIBLE CHALLENGE PARTICIPANTS

Possible Participants

Judges

Long-term Advisors

Short-term Advisors

Trainers/Facilitators

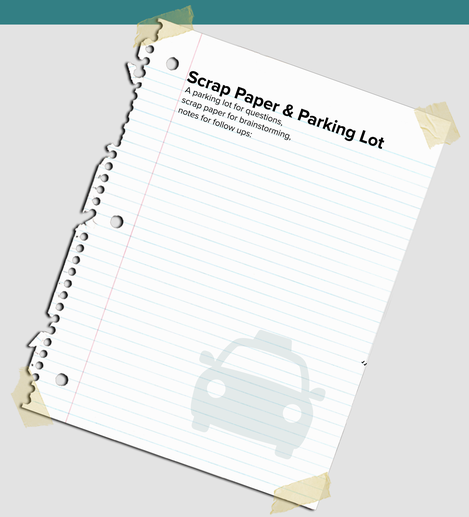
Technical Experts

3 POWER & INTEREST MATRIX

Engaging Stakeholders

INFLUENCE	Keep satisfied	Actively engage
	Monitor	Keep informed

INTEREST / AVAILABILITY



4 NEXT STEPS

Unnamed area

Start collecting names and contact information for people from the groups you've identified throughout this exercise.

Click here for a template of a Stakeholder List to track possible challenge stakeholders. Make a copy and re-mix it to fit your program's needs.