Stakeholder Map

|  |  |
| --- | --- |
| **Manage Closely** | **Keep Satisfied** |
|       |       |
| **Monitor (Minimum Effort)** | **Keep Informed** |
|       |       |

A stakeholder map is a useful tool for determining the level of engagement for different groups of stakeholders in a decision. It helps inform your team who should be consulted versus informed and may help to identify additional parties who may need to be involved in the decision-making process. To use this tool, first identify key stakeholders. Then, identify in which quadrant the stakeholders belong.

Stakeholder Matrix

**Power**

**Interest**

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| **Stakeholders***List key stakeholders below***Examples:** HMIS Lead Agency, CoC Lead Agency, CoC Board, Agency Leadership, Lived Expertise Committee, Representative end-users, current system super-users |
|  |

Stakeholder Needs & Requirements

*Fill out the chart below for each stakeholder or stakeholder group you’ve identified above.*

**Impact**: (High, medium, or low) How much will onboarding to Clarity Human Services impact this stakeholder? Consider the software itself, how it is configured, and what the workflows look like.

**Influence**: How much influence does this stakeholder have over how Clarity Human Services is configured? (high, medium, or low)

**Important to the Stakeholder:** What parts of adopting Clarity Human Services/HMIS configuration/HMIS workflows are important to the stakeholder? Fill out this section through brainstorms and direct conversations with the stakeholder

**Contributions:** Brainstorm ways the stakeholder can contribute to this project. Tie this back to what is important to the stakeholder

**Blocks:** Brainstorm ways the stakeholder could block or negatively impact adoption of Clarity Human Services. Tie this back to what is important to the stakeholder

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| --- | --- | --- | --- | --- | --- |
| Stakeholder or Stakeholder Group | Impact | Influence | What is important to the stakeholder? | How could the stakeholder contribute to the project? | How could the stakeholder block the project? |
| *Example:**Shelter Executive Director* | *High* | *Medium* | *Low cost for training and licenses for employees, real-time report on shelter bed availability* | *Identify shelter work-flows, testing configuration for shelter intake* | *Decide cost is too high to train employees on new software and not participate in HMIS* |
|       |       |       |       |       |       |
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Stakeholder Communication & Engagement

While you’ll dive more deeply into building a communication plan later in this process using the Communication Plan, thinking about stakeholder engagement strategies is important at all levels of change management. Below, identify the information that is important to convey to each stakeholder group, based on their needs above. Additionally, identify some methods to engage and communicate with different stakeholder groups. We’ve included some suggested engagement strategies for each group, which you’ll find more detail about on the Communication Plan.

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| --- | --- |
|  | Stakeholder Group |
| Keep Satisfied | Manage Closely | Monitor | Keep Informed |
| Information Needed by Stakeholder Group | *
 | *
 | *
 | *
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| Engagement Strategies | * *Invitations to information sessions*
* *Weekly email updates*
* *Monthly progress newsletter*
* *Major announcements*
* *Link to website with updates*
* *Opportunities for feedback (surveys)*
*
*
 | * *Stakeholder meetings*
* *Monthly progress newsletter*
* *Invitations to information sessions*
* *Weekly email updates*
* *Major announcements*
* *Link to website with updates*
* *Opportunities for feedback*
	+ *Surveys*
	+ *Focus Groups*
*
*
 | * *Weekly email updates*
* *Monthly progress newsletter*
* *Major announcements*
* *Link to website with updates*
* *Opportunities for feedback (surveys)*
*
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 | * *Monthly progress newsletter*
* *Major announcements*
* *Link to website with updates*
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