

2. Analyse the interest and power of the identified stakeholders have in relation to the issue at hand
To understand a stakeholders *interest* in a given issue, we look at:

- o potential benefit they stand to gain if the issue is resolved, or the potential loss they would incur
- o resources they are able and willing to mobilize to solve the issue or keep the status quo
- o importance attached to the specific issue

To understand the *power* dynamics, we look at:

- o stakeholders power to make change happen
- o level of informal influence they have
- o social, political and economic power and status which determine
- o control over strategic resources

3. Map relationships: understand the relations between the stakeholders on your map that connect them to one another. Look at things like work, leverage, position that one stakeholder might have over another. As well as the dynamics and the political situation and general context. This clarifies which actor you need to engage with directly and which ones you need to leverage.

4. Determine how to prioritize engagement with the stakeholders you have identified and mapped. Assess how and when to engage based on expected impact. To do so, follow 3 steps:

- o Determine audience priority. Because resources are limited, distinguish between primary and secondary audience based on their level of interest in the issue you are dealing with.
- o Gauge the level of opposition/support by asking
 - o To what extent does the stakeholder agree or disagree with the issue
 - o Does the stakeholder publicly support or oppose the issue?
 - o Is its public support or opposition different from its private support or opposition?
- o Prioritize your engagement based on your audience being primary or secondary as well as their position being supporting or opposing the cause at hand. Distinguish between critical opponents and critical supporters, very important supporters, important supporters and important opponents and stakeholders with some importance.



The priority a stakeholder holds in the analysis and mapping exercise is the result of its influence, interest, power, position or support on a given issue. It is NOT a judgement of the stakeholder's value or importance.