



Mapping Innovation Stakeholders

## THE INNOVATION LAB



## WHAT IS STAKEHOLDER MAPPING?

Stakeholder maps display all the key individuals, organizations, services and more who are either directly or indirectly involved in your innovation in some way.

the FrontProject

By mapping out your innovation stakeholders, you can gauge each actor's degree of influence, interest, and impact on your innovation.

In creating a visual / written representation of diverse stakeholders and their roles and responsibilities, you can identify whose interest and influence is high, low, or somewhere in between, as well as a responsive courses of action to take.

With this information, you can also quickly determine who might need additional data, a copy of the business model, or more frequent communication around the innovation project. You can also ensure that you have the buy-in you need to make your innovation as effective and successful as possible.

# WHY YOU SHOULD MAP YOUR STAKEHOLDERS





### EXAMPLES

In the following pages, you will find some stakeholder mapping templates. Although they all are designed to keep track of who's who, some are visually representative whereas others are more quantitative in nature. Depending on your ideal way of working, please feel free to choose whichever template(s) suit your style the best! Alternatively, if you can't decide then you don't have to limit yourself - you can use them all in a complementary manner!





## TEMPLATE 1 - TABLE

Name of stakeholder First name and surname	Role	Organizatio n / Service	Email Address	Phone Number	Address Street name and number, suburb / locality, city, state / territory, postcode	Anticipated Involveme nt What level of involvement is expected? E.g., Integral long-term involvement, ambivalent / neutral, supportive in the short-term	Anticipated Issues Known or potential issues and / or risks associated with the stakeholder	Motivation  S  Why is the stakeholder invested in the innovation project's success?	Expectatio ns of exchange What are the stakeholder's predicted inputs and commitments?	Core Activities and Responsibil ities What activities directly involve, impact and / or are driven by the stakeholder?	Coordinati on Responsibil ities Who is the individual responsible for coordinating with this stakeholder?



### TEMPLATE 2 - MATRIX

#### **STAKEHOLDERS**

Move your stakeholders into the right square that suits them best!

SUPPORT

#### **MAINTAIN**

Positive Support Low Influence

#### **PLAN**

Moderate Support Moderate Influence

#### LEVERAGE

Positive Support High Influence

















#### **MARGINALIZE**

**Negative Support** 

Low Influence

#### **INVEST**

**Negative Support** 

Moderate Influence

#### COMMIT

**Negative Support** 

High Influence

## the Front Project Impact Foundry

t	Stakeholder Name			Motivations	Expectations of Exchange	Activities & Responsibilities	
		Low	Critical	High	Average	Low	
	Example	What level of involvement is expected?	Known or potential issues	Why is the stakeholder invested in the innovation project's success?	What are the stakeholder's predicted inputs / responsiblities ?	What activities directly involve, impact, and / or are driven by the stakeholder?	
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## TEMPLATE 3 - HEAT MAP

HEAT LEVELS
SCALE:

Critical

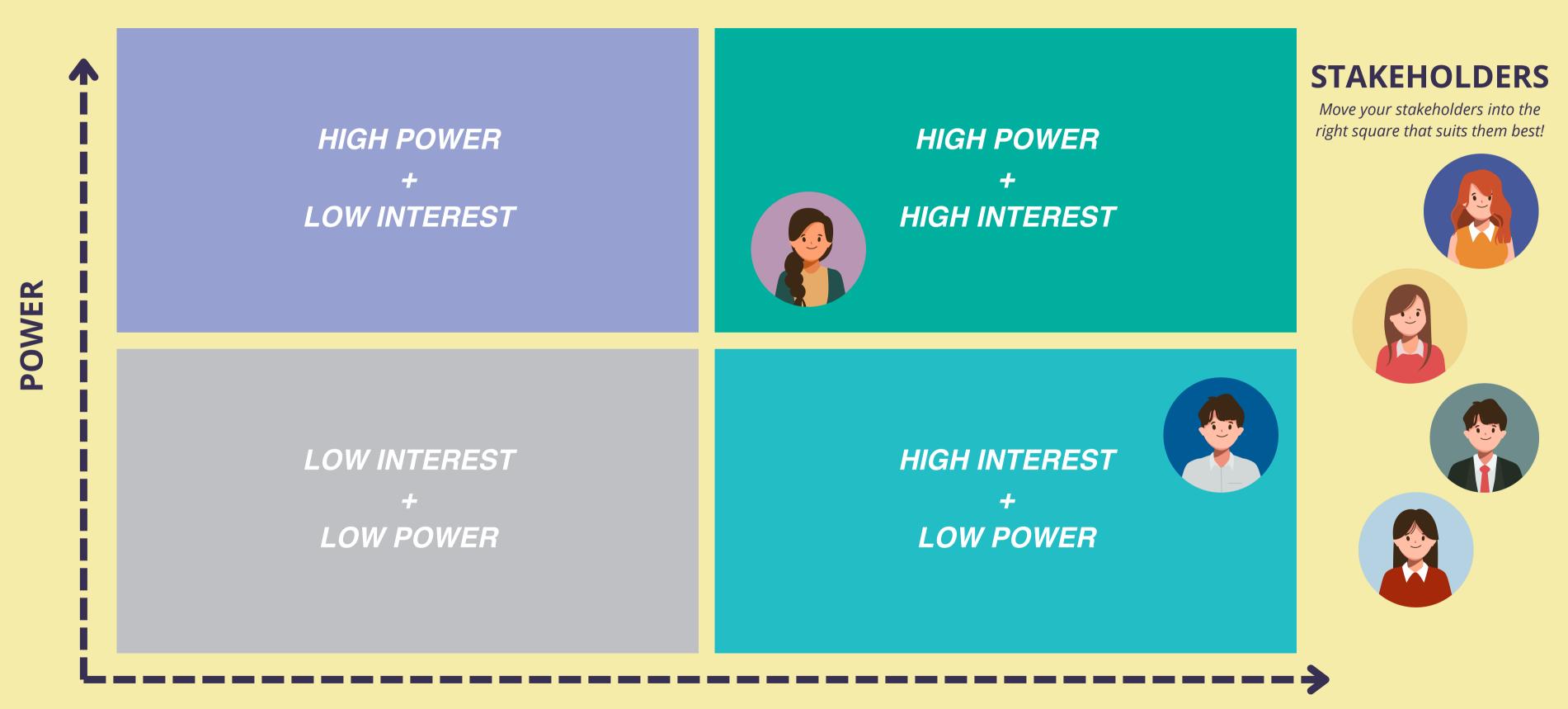
High

Average

Low



## TEMPLATE 4 - SCALE





You have finished mapping your innovation project stakeholders.