



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.



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

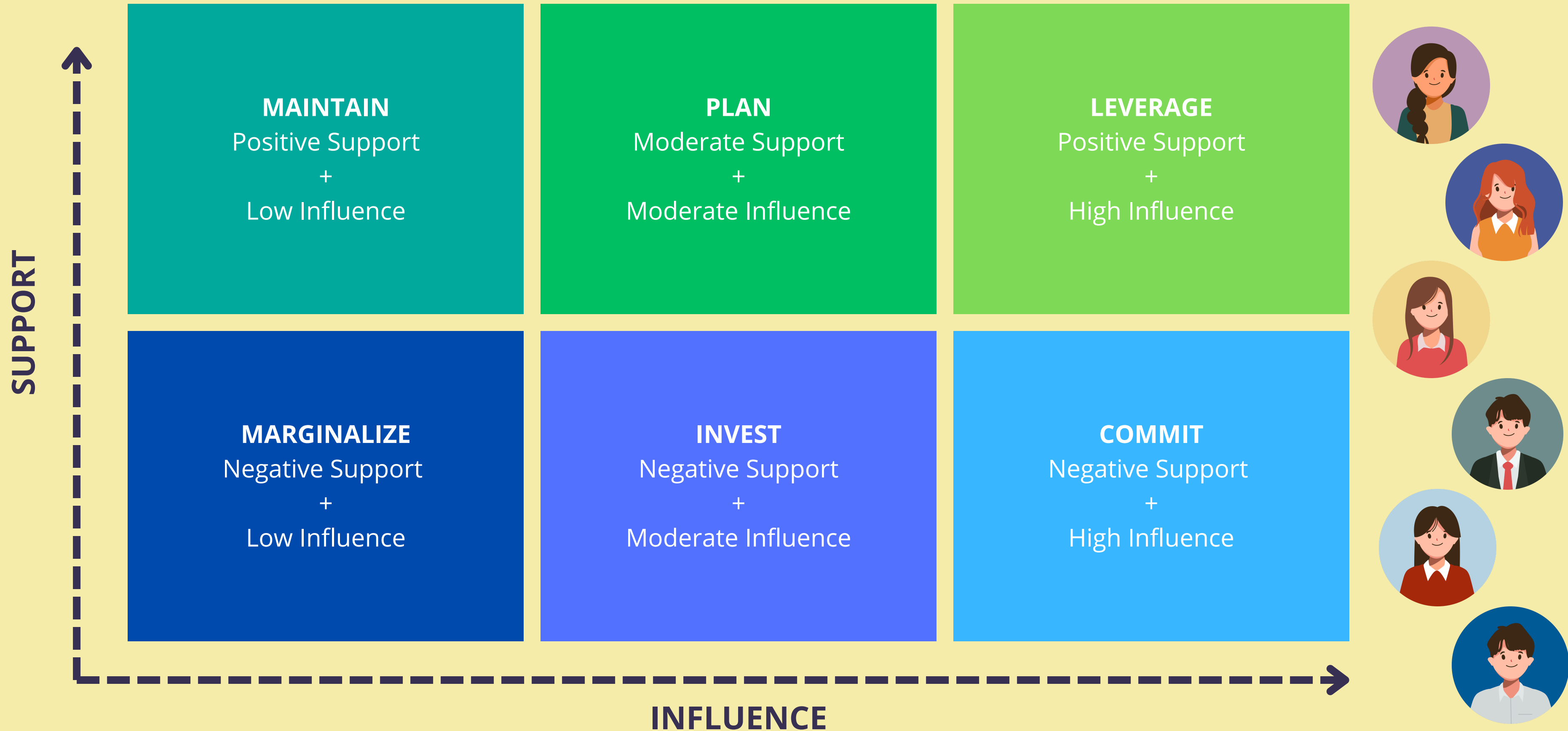
In the following pages, you will find some stakeholder mapping templates. Although they all are designed to keep track of who's who, some are visually representative whereas others are more quantitative in nature. Depending on your ideal way of working, please feel free to choose whichever template(s) 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 2 - MATRIX

STAKEHOLDERS

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





Stakeholder Name	Anticipated Involvement	Anticipated Issues	Motivations	Expectations of Exchange	Activities & Responsibilities
Example	Low	Critical	High	Average	Low
	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 / responsibilities ?	What activities directly involve, impact, and / or are driven by the stakeholder?
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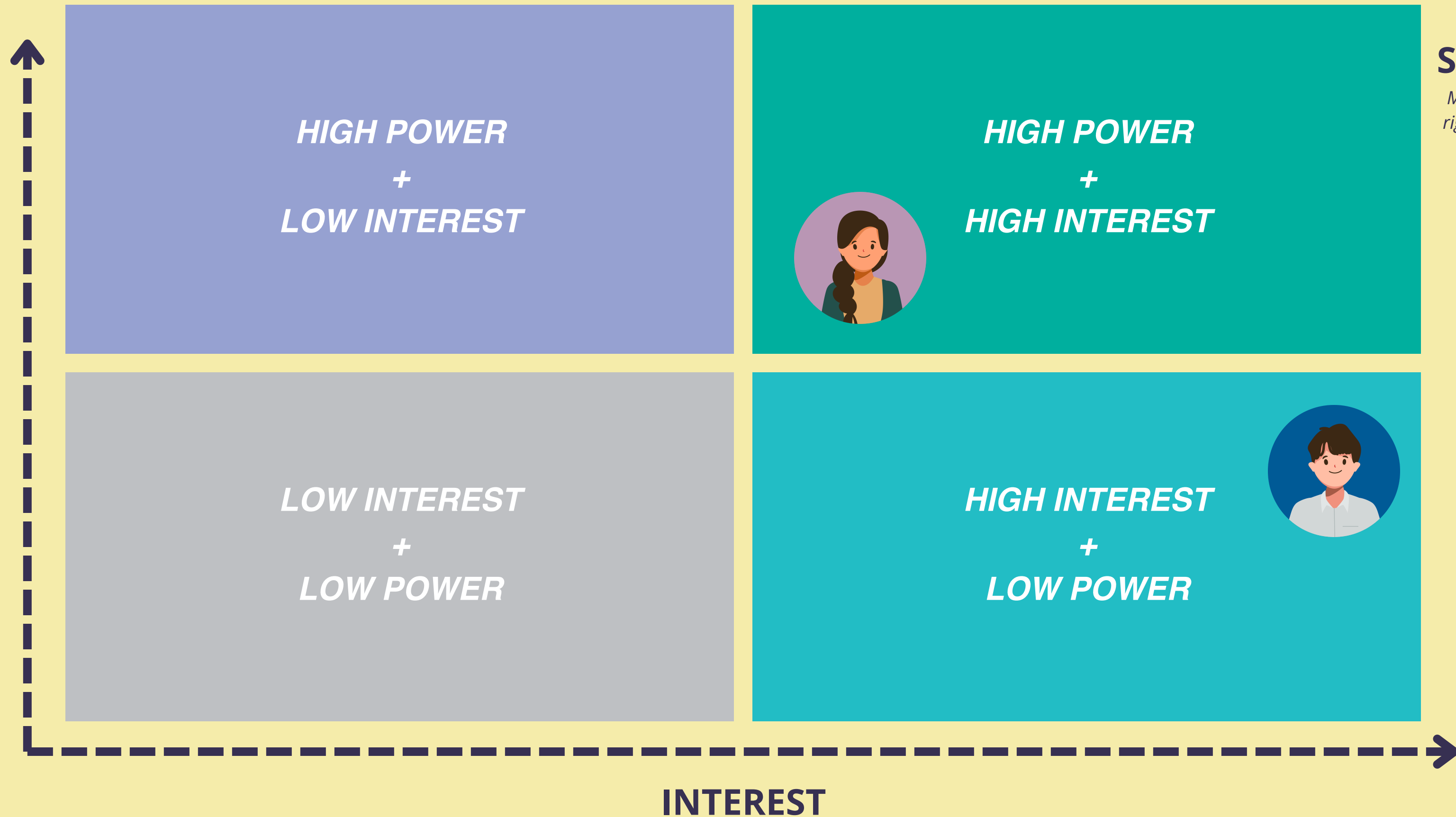
TEMPLATE 3

- HEAT MAP

HEAT LEVELS SCALE:

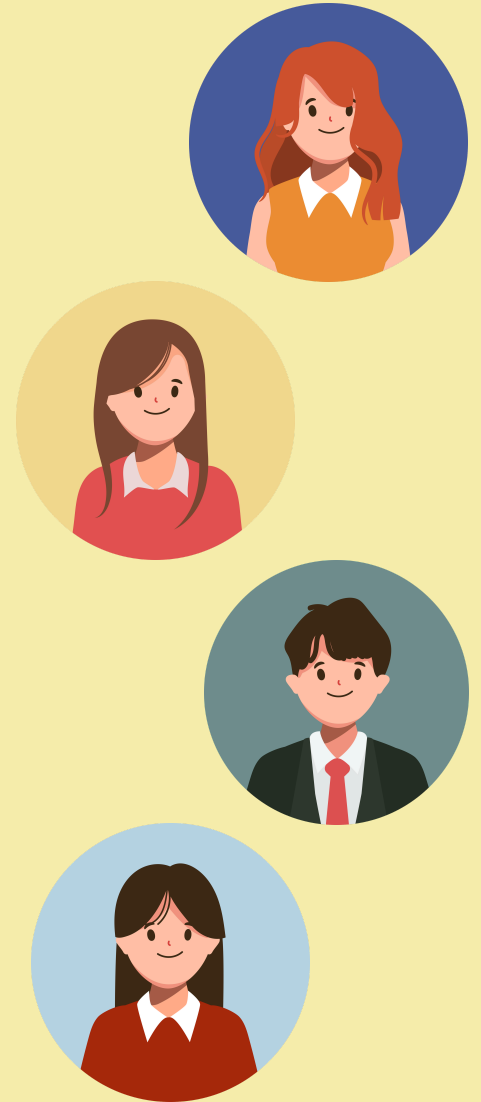


TEMPLATE 4 - SCALE



STAKEHOLDERS

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 **CONGRATS!**

You have finished mapping your innovation project stakeholders.