

STAKEHOLDER RELEVANCE MAPPING

WHAT IS IT?

Great ideas affect many people. However, the more people to work with, the harder is to understand how they relate to your work and to each other. For better coordination, you need to know who does what, how and with whom. Working with stakeholders can be challenging, and thus, it is a good idea to build a picture of what you do and how it links to the people and organisations that surround you and influence your work.













The **Stakeholder Relevance Mapping** helps you visualise who you want to help and how the organisations you work with relate to your goals.

The map helps review the connections and relationships important for your work/ project, and communicate more effectively the main focus of the work for different stakeholders.

HOW DOES IT WORK?

- 1) Starts by writing down your project at the centre of the map.
- 2) Then identify the topics your project deals with.
- 3) Place all the partner organisation right across the circles to see who is closer or further away from you (and the project you carry out) – the closer they are, the more influential they are.
- 4) Once the map is done, discuss it with the stakeholders/ partner organisations and reposition them if it is necessary.

USE IT TO

-  SET INNOVATION OBJECTIVES
-  DEVELOP INNOVATION FRAMEWORK ✓
-  IMPROVE INNOVATION PROCESS ✓
-  LEVERAGE PEOPLE'S TALENT ✓
-  STIMULATE COLLABORATION ✓
-  GROW INNOVATION NETWORKS ✓
-  BOOST CREATIVITY & INNOVATION CULTURE
-  ENCOURAGE BUSINESS MODEL INNOVATION
-  MONITOR INNOVATION PROGRESS
-  SCALE
-  MANAGE INNOVATION FINANCIALS
-  INCREASE INNOVATION VISIBILITY

COMPLEXITY



DURATION

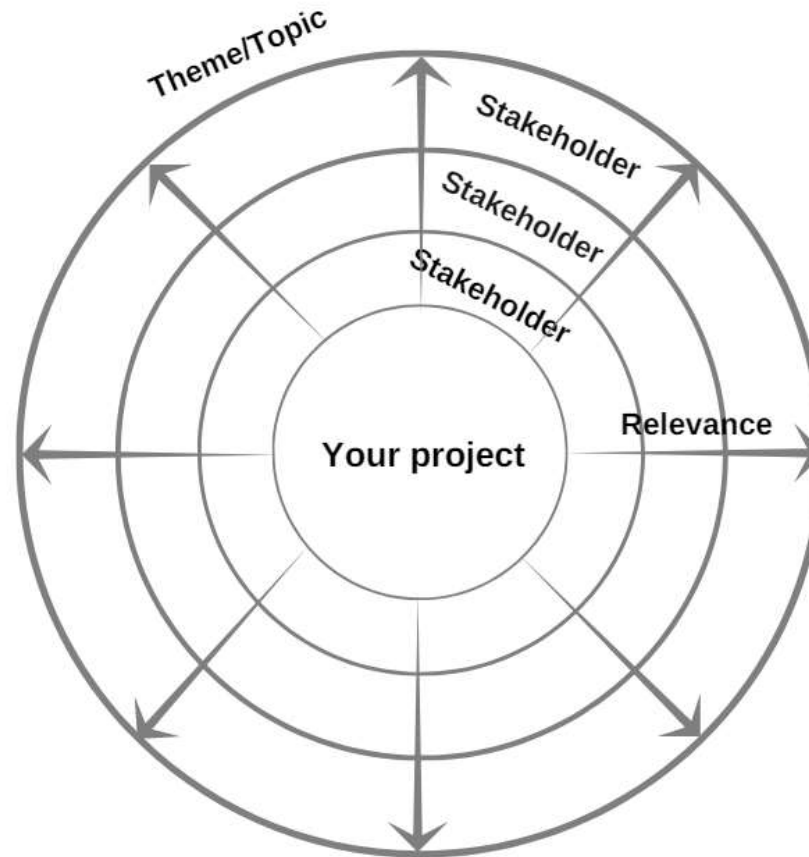


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Source: [DIY Development Impact & You – Practical Tools to Trigger and Support Social Innovation](#)

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Illustrative



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