

Stakeholder Analysis

Why engage stakeholders?

Most collaborations act on the premise that we come together because our collective expertise, influence and assets allow us to do something we could not do alone.

This same premise applies when engaging those stakeholders beyond our official collaborative members – we need the expertise these stakeholders bring to the table. It will enable us to do something we could not do without them.

Be Transparent About the Level of Engagement

A reminder that there is no one way to engage stakeholders – and not all stakeholders require the same level of engagement. The key is to be intentional and transparent about the role you intend to have different stakeholders play – creating realistic expectations of the parameters of their influence.

Below is a list of groups to consider as you determine which stakeholders should be engaged in your collaboration:

- People receiving services from collaborative member organizations
- Communities in which work is happening – these might be geographic, such as neighborhoods or cultural, such as the African American community
- Community leaders who are active in the communities in which work is happening
- Other organizations doing similar work who are not members of the collaborative
- Funders who support work related to your collaboration
- Elected officials who represent the communities or people impacted

Once you have generated your list of stakeholders, your collaborative members should discuss:

- What level of engagement is adequate for each group?
- When in the process will it be important to engage each group of stakeholders?
- How will you loop back to or stay in contact with stakeholders during points in the project when they are not actively being engaged?