**Stakeholder Analysis …a brief review**

What is it?

* A **stakeholder** is any person or group of persons who are responsible for a final decision; are likely to be affected by the outcome of a decision; are interested in the process and content of the meeting; and/or is in a position to support or prevent a decision from being implemented.
* A **stakeholder analysis** identifies who these people are and what position (for/against/neutral) they may hold in the process and outcome.

Why is it important?

* By identifying stakeholders, meeting organizers gain a clearer idea of the many issues and positions they may encounter.
* It can help to identify underrepresented individuals and groups.
* It allows organizers to take into account the various needs of the participants and how they are being served or underserved.

How do I do it?

* Identify your **primary targets**, including decision makers
* Identify **people who will be affected by the decision or outcome**
* Identify **people who can assist or block the decision or outcome**

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