

## Why Conduct a Stakeholder Analysis?

Identifying various potential stakeholders will improve the likelihood of successful project/meeting outcomes, help you plan appropriately, and be more effective in your work.

## 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. In a learning environment, a **stakeholder** is also any individual who expresses an interest in participating in the learning activity as either a facilitator or learner.
- A **stakeholder analysis** identifies who these people are and what position (for/against/neutral) they may hold in the process and outcome. A **stakeholder analysis** also identifies potential participants or supporters in a learning process.



Want to be relevant? Find out what your stakeholders care about.

## Why is it important?

- By identifying stakeholders, meeting organizers get a clearer idea of the many issues and positions that may be encountered.
- It can help to structure goals and identify desired outcomes.
- It can help to identify underrepresented individuals and groups.
- It allows organizers to take into account the various needs of the participants, how they are being served or underserved, and what steps need to be taken to address appropriate learning approaches or participatory methods.

## How do I do it?

- Identify your primary stakeholders, including key decision makers
- Identify people that will be affected by the decision or outcome
- Identify people who can assist or block the decision or outcome
- Identify potential participants or collaborators in learning

