

OBJECTIVE

To effectively identify what a stakeholder is and how they could impact on MPW.

OUTCOME

The ability to effectively identify a stakeholder and manage their needs in order to deliver an MPW project.

STAKEHOLDER IDENTIFICATION

Identify all stakeholders that could be attached to a multiprofessional wellbeing project between an arts organisation and a school in a deprived community.

1. In groups, come up with as many stakeholders as possible.
2. Identify which you feel are primary, secondary and key stakeholders.
3. If you change the nature/aim of the project, how will it affect your identification process?

STAKEHOLDERS ANALYSIS

Reflecting on the project above, answer the following questions:

- Who can influence others?
- Who has an interest in the outcomes of your work?
- Who are the potential enablers?
- Who are the potential barriers?

Map your stakeholders up in the following categories:

Promoters: great interest in the effort as well as the power to help make it successful (or to derail it).

Defenders: a vested interest, can voice their support in the community, but little actual power to influence the effort in any way.

Latents: no particular interest or involvement in the effort, but the power to influence it greatly if they become interested.

Apathetics: little interest and little power, may not even know the effort exists.

PRESENTATION

Present your Stakeholder Analysis to the rest of the group and outline how you would manage each of them effectively