

Instructions:

1. Follow the prompts below to begin to create a purpose statement and then an associated stakeholder map that applies to your context.
2. You may work individually, or with a partner who is familiar with your context.
3. Make it as real as possible - you do not have to share what you write.

**Part A: Purpose Statement (~5 min)**

Develop a purpose statement around which you need to do stakeholder management. Purpose statements may exist at the organizational level (e.g., an over-arching goal of the organization) or at the project level (e.g., a specific initiative). Strong purpose statements will:

* Include a clearly stated position or desired outcome
* Provide some component of “why” you do the work
* Articulate what change is anticipated or necessary

Two sample purpose statements:

1. We support mechanisms that allow parents to select excellent schools for their children, and that enable education dollars to follow each child to their school (organization level)
2. Our goal is to facilitate the replacement of four chronically low-performing schools with new schools that will serve the same students as part of our school restart work (project level)

Write your purpose statement in the following box:

|  |
| --- |
|  |

Self-check: Is this purpose statement clear enough that I can name stakeholders and figure out how they might position themselves for/against this purpose?

*Exercise Continues on the Next Page ----->*

**Part B: Beginning to Map Stakeholders (~7 min)**

1. Populate the grid below with the key organizations/individuals that have a vested interest in your project/organization’s efforts.
2. Use the notes section below the grid to explain a little about why you categorize the organizations/individuals in this way.

|  |  |  |
| --- | --- | --- |
| High Influence | Keep Satisfied: | Actively Engage: |
| Low Influence | Monitor: | Keep Informed: |
|  | Low Interest/Availability | High Interest/Availability |

Notes on why organizations are located where they are (*continued next page*):

|  |
| --- |
|  |

*An actual stakeholder map will allow you to place organizations at different points along each axis to further clarify low vs. medium vs. high degrees of influence and/or interest and availability. The table above is simplified to make it easy to populate.*

Visual reminder:

