

# WORKSHEET #1: ANALYZING STAKEHOLDERS

A big part of your social enterprise's success will be determined by who you choose to have on your team, not only as staff, but as board members, mentors, funders, advisors, supporters, clients, customers, and more. Pulling the right people in early can help you start off in a good way.

1. **IDENTIFY:** List all of your stakeholders.
2. Assess and **PRIORITIZE** your stakeholders into distinct categories.
3. Begin to **UNDERSTAND** at a deeper level their interests and expectations.

## IDENTIFY POTENTIAL STAKEHOLDERS

LIST THE TYPES OF STAKEHOLDERS YOU THINK YOU NEED ON YOUR TEAM (BY ROLE, EXPERTISE, TYPE OF ASSISTANCE, OR ORGANIZATION NAME, NOT PERSON). THINK OF USEFUL SKILLS YOU WOULD NEED REGARDLESS OF ENTERPRISE IDEA, BUT ALSO WHO IS EXPERIENCED AND WELL-CONNECTED IN AND AROUND THE PROBLEM YOU'RE TRYING TO SOLVE. FEEL FREE TO WRITE DOWN INDIVIDUALS' NAMES IF NECESSARY, BUT TRY TO THINK MORE ABOUT EXPERTISE AND SKILLS HERE TO MAKE SURE YOUR TEAM IS WELL-ROUNDED.

### CORE TEAM:

### PERSONAL NETWORK:

### WIDER COMMUNITY:

# WORKSHEET #1: ANALYZING STAKEHOLDERS

## PRIORITIZE STAKEHOLDERS

WHAT TYPE OF TRAINING DOES YOUR SOCIAL ENTERPRISE CURRENTLY OFFER EMPLOYEES AND VOLUNTEERS?

STAKEHOLDER GROUP	INFLUENCE OVER MISSION (Low, Medium, High)	POWER TO DETERMINE MISSION (Low, Medium, High)
<b>CORE TEAM</b> Co-founder Board Staff		
<b>PROFESSIONAL NETWORK</b> Mentors Partners Funders Suppliers Advisors Regulators Industry Players		
<b>WIDER COMMUNITY</b> Activists Influencers Campaigners Media		

PLEASE LEAVE ANY ADDITIONAL NOTES OR COMMENTS BELOW:

# WORKSHEET #1: ANALYZING STAKEHOLDERS

## STAKEHOLDER MANAGEMENT

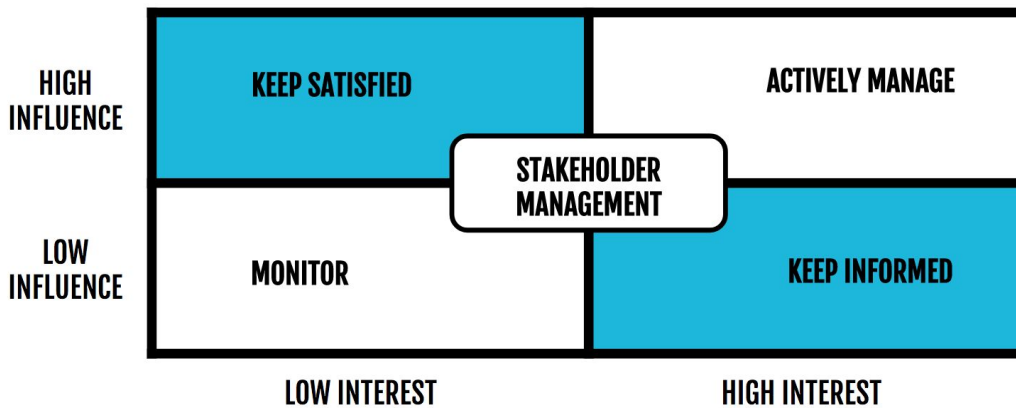
STAKEHOLDERS CAN BE A GREAT ASSET TO YOUR ENTERPRISE, BUT THEY CAN ALSO DERAIL THE PROCESS OR LEAD YOU ENTERPRISE DOWN THE WRONG PATH, WASTING TIME AND ENERGY FOR THE PROJECT. THEY MAY ALSO NOT PROVIDE THE INTEREST AND COMMITMENT NEEDED TO BRING YOUR SOCIAL ENTERPRISE IDEA TO FRUITION.

FOR THE STAKEHOLDERS YOU LISTED ABOVE, PLOT EACH OF THEM ON THE GRAPH BELOW BASED ON THEIR LEVEL OF INFLUENCE ON YOUR PROBLEM OR CAUSE (OR THE SUCCESS OF YOUR SOCIAL ENTERPRISE), AND THEIR INTEREST IN YOUR CAUSE AND ENTERPRISE.

THOSE THAT RATE HIGH ON BOTH SHOULD BE MOST INVOLVED IN YOUR DAILY DECISION-MAKING PROCESSES, WHILE YOU SHOULD JUST KEEP AN EYE ON THE LOWEST INFLUENCE/INTEREST STAKEHOLDERS, IN CASE THEIR POSITION CHANGES LATER.

NOTE THAT YOU MAY NOT BE ABLE TO COMPLETE THIS EXERCISE UNTIL YOU KNOW EXACTLY WHO FILLS EACH ROLE, SO YOU CAN ASSESS THEM INDIVIDUALLY.

## 3. STAKEHOLDER UNDERSTANDING



**ACTIVELY MANAGE (HIGH INFLUENCE, HIGH INTEREST):**

**KEEP SATISFIED (HIGH INFLUENCE, LOW INTEREST):**

# WORKSHEET #1: ANALYZING STAKEHOLDERS

**KEEP INFORMED (LOW INFLUENCE, HIGH INTEREST):**

**MONITOR (LOW INFLUENCE, LOW INTEREST):**

**FIND STAKEHOLDERS:**

FOR EACH TYPE OF STAKEHOLDER YOU IDENTIFIED ABOVE, LIST THE NAMES OF REAL PEOPLE OR ORGANIZATIONS THAT YOU WILL ASK OR HAVE ASKED TO PARTICIPATE.

**FUNDERS, INVESTORS, DONORS:**

**BOARD MEMBERS (if applicable):**

**EMPLOYEES AND VOLUNTEERS:**

**CUSTOMERS (including third-party payers):**

# WORKSHEET #1: ANALYZING STAKEHOLDERS

**CONSUMERS/ BENEFICIARIES (who benefit but don't pay):**

**CRAFT THE PITCH:**

WHEN YOU CONTACT EACH STAKEHOLDER TO ASK FOR THEIR INVOLVEMENT, YOU SHOULD KNOW WHAT IT IS YOU'RE ASKING OF THEM. WHEN YOU TALK TO THEM, YOU WANT TO COMMUNICATE THE FOLLOWING:

- YOUR PROBLEM STATEMENT/ CHALLENGE DEFINITION (WHAT ISSUE YOU ARE SOLVING - YOUR CAUSE)
- WHY YOU'RE CONTACTING THEM (THEIR PARTICULAR SKILL SET, EXPERIENCE OR AFFILIATION)
- WHAT YOU NEED FROM THEM (IN TERMS OF WORK AND TIME COMMITMENT)
- WHAT THEY WILL RECEIVE IN RETURN