STAKEHOLDER ANALYSIS (Paradigm-preserving methods)

Stakeholder analysis is a method used to identify and analyse various stakeholders that influence an organisation or a project.

In the context of the green transition and health and care services, the method helps to identify key actors, their interests, influence and roles, which aids in planning effective communication and stakeholder relationship management.

What is required:

- Understanding of the environment surrounding the organisation or project
- Ability to identify and analyse various stakeholders
- Strategic thinking for communication and stakeholder relationship management

Level of difficulty: 1-2 (depends on the complexity of the stakeholders)

Time required: 60-120 minutes

Materials:

- Paper, pens, post-it notes, or a digital workspace (such as Miro, Excel)

Participants: 2-10 people, can be done individually or as a group

How to use:

1. Defining the objective: Why is the analysis being conducted? What do we want to understand better?
2. Identifying stakeholders: Listing all possible entities that affect the organisation (internal and external stakeholders).
3. Analysing stakeholders: Assessing each stakeholder's interests, influence and expectations.
4. Prioritising: Using a sustainability perspective, placing stakeholders in an influence-interest matrix.
5. Planning actions: Defining sustainability strategies for communication and collaboration with different stakeholders.

When to use:

- In the development of projects and organisations
- Supporting change management
- Creating communication and collaboration plans

Why to use:

- Helps to identify key stakeholders and their needs

- Supports decision-making and strategic planning
- Improves communication and collaborative relationships

How to document:

- Stakeholders and their analysis can be recorded in tables or visual charts
- Documentation can be done as a report or as part of a project plan
- Used in the future to support stakeholder relationship management

The roots of the method can be found here: Stakeholder analysis is based on theories of strategic management and communication (Freeman, 1984) as well as models of project management and change management (Mitchell, Agle & Wood, 1997). The method is widely used in organisations for managing stakeholder relationships, supporting decision-making and developing projects and services.