



# Project Stakeholder Mapping

TOPIC	TIME [35 MIN]	FACILITATOR'S NOTES
<b>Template pre-fill, when applicable</b>	<b>Prepare</b>	In advance of the meeting, consider taking existing information to populate a few fields of the template that the group can edit and adjust when they meet together: The project goal, the target user and phases of the project.
<b>Frame up the project</b>	<b>5</b>	<p>Remind the team that the purpose of the meeting is to frame up the project and the stakeholder roles in advance of the work. Ensure that everyone can access the shared template.</p> <p>Using the Project Stakeholder Mapping template provided, work as a team to edit or add in core project information, such as:</p> <ol style="list-style-type: none"> <li>1. The main goal of the project</li> <li>2. Who the target user is</li> <li>3. The phases of the projects (e.g., research, ideation, testing, production, etc.)</li> </ol> <p>The goal is to ground everyone in the context of the project.</p>
<b>Identify who you will involve</b>	<b>10</b>	<p>Provide the prompts below via chat (if available on your video conference platform) or on a slide for the team to brainstorm possible collaborators who might provide valuable contributions at any point along the project's journey.</p> <p>This can be people within your organization as well as external stakeholders or even end-users (e.g., for feedback).</p> <ul style="list-style-type: none"> <li>• Who is involved in the project's day-to-day work?</li> <li>• Who is ultimately accountable for this project?</li> <li>• Who needs to be kept informed at points throughout the project?</li> <li>• Who can help you learn more about the target user and their current experience?</li> <li>• Who can help ensure you are focused on solving the right problem?</li> <li>• Who can help you generate lots of ideas?</li> <li>• Who needs to be involved in selecting and approving ideas?</li> <li>• Who can help you get useful feedback on your ideas?</li> <li>• Who can help you measure success?</li> <li>• Who needs to be involved in order to implement the ideas?</li> </ul>



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TOPIC	TIME	FACILITATOR'S NOTES
<b>Identify who you will involve (cont.)</b>	<b>10 (cont.)</b>	<p>Take three minutes to have the group capture in the “potential collaborators” section of the template all the names of possible stakeholders/collaborators who might provide valuable contributions during certain points of the project’s journey.</p> <p>Announce that time is up and ask everyone to silently read through all the names that were listed.</p> <p>Provide three minutes to discuss as a group and to ask important questions or share important insights that might arise.</p> <p>Facilitation Tip: Play background music any time participants are doing a silent reflection or silent contribution activities.</p>
<b>Identify when and how you will involve them</b>	<b>15</b>	<p>From your list of collaborators and stakeholders, have the team take 10 minutes to map out who should be involved at each phase of the project and what their role will be. Start this process by first asking for names of people (if any) who should be involved across all phases. Input all names into the template.</p> <p>Announce that time is up and ask everyone to silently read through all the names that were listed in each phase.</p> <p>Discuss as a group and share any insights or address questions that arise. Make edits where needed.</p>
<b>Socialize the project plan</b>	<b>5</b>	<p>Create plans for how to share the output with all stakeholders so that everyone knows their role and level of involvement.</p>