

STAKEHOLDER MANAGEMENT

Short description

Stakeholder management refers to the entire process of identifying stakeholders to a particular program, analysing and categorising the interests and characteristics of each stakeholder and subsequently designing and implementing strategies to optimise the stakeholder configuration vis-à-vis the program. The key aspect is to incorporate stakeholder management as a proactive strategic component in both program design as well as in program implementation.

Examples of stakeholder management activities include:

- Stakeholder mapping
- Alliance building
- Lobbying
- Crisis management
- Stakeholder consultation
- Communication strategies
- Political process analysis

Examples of analysis tools are:

These tools can be used in sequence:

- PA matrix: Participants and activities are joined in a matrix. It's a tool which gives insight in who does what.
- Stakeholder analysis table:

Stakeholder	High influence	Low influence
High importance	A	B
Low importance	C	D

Importance = Satisfy needs & interests of beneficiaries / stakeholders
 Influence = power of stakeholder over the (development) process

Strengths

- Empowerment
- Reduces uncertainty
- Increases sustainability of the program and program(results)
- Can bring unknown/uncaptured resources to the table
- Increases adjustability
- Identifies program weaknesses, bottlenecks and opportunities

Limitations

- Time intensive

- Knowledge of local (relevant) networks and linkages is a precondition.
- Stakeholder management is a perpetual activity as the stakeholder configuration is dynamic
- Often difficult to measure the results of activities as there are many external variables