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Stakeholder Mapping – Identifying and Analyzing Underrepresented Stakeholders: Course Overview, Outline, Evaluations

Trainer: Anne Carroll

Overview

Description, Learning Objectives

This course introduces a powerful, transparent process to identify and analyze key stakeholders for any engagement project – a critical step in an equity-centered, ethical engagement design process. After understanding the theory and purpose, participants use short cases to practice stakeholder mapping. They learn how to identify and analyze the full spectrum of stakeholders, with special emphasis on underrepresented stakeholders who need additional outreach/support to ensure equitable engagement. For each case, the group then learns how to “clean” and finalize the map, and finishes the course by examining implementation challenges and how to overcome them.

Logistics, Materials

- Course duration: 4 hours (+ 30-min break if done in single session)
- Number of sessions: 1 or 2
- Materials: Course presentation, participant packet, exercises and videos, Comprehensive Guide to Stakeholder Mapping, template for online stakeholder mapping, template for in-person mapping, sample mapping workshop overview and participant preparation, and others

Outline

Introduction

- Welcome and introductions, land acknowledgement
- Course outline and learning outcomes, session agenda
- Grounding exercise: IAP2 Core Values

Stakeholder Mapping

- Framing: why, when, who, how; including exercises
- Process and Practice Case 1
 - Mapping overview (parts 1-5)
 - Definitions, time frame
 - Part 1: Generate stakeholder ideas; post and cluster
 - Part 2: Clean and analyze #1; quadrants
 - Part 3: Clean and analyze #2; initial partners
 - Part 4: Identify underrepresented stakeholders
 - Part 5: Finish and next steps
- <Break>
- Process and Practice Case 2
 - Reflections: IAP2 Code of Ethics
 - Overview and Parts 1-5 as above

Close

- Reflections
- Connections among participants: contacts
- Course evaluations

Evaluations

Selected Comments

Trainer

- I very much enjoyed this course and came away with a concrete tool I can use and share with my colleagues right away. Anne was a very skilled virtual facilitator and had great examples and insights to share with us. I will definitely recommend this course to my colleagues.
- Excellent instructor whose depth of knowledge & coaching style made this course, at the end of a long week very enjoyable! With this type of course, and based on my stage of learning, I would appreciate more opportunities to practice and apply my learning as well as more in-depth knowledge about this important aspect of engagement. Many thanks!
- I like that Anne was very blunt when sorting through the stakeholders on the map. She took a 'no nonsense' approach. It was great.
- Clearly has a deep understanding of stakeholder mapping and analysis and offered great challenges to some of my own thinking/understanding of this important practice

What was most useful about the course

- The practical examples, the participant handbook tailored to in-person and online, very useful. the clear instructions, the small group work. the instructors experience
- Learning about the importance of stakeholder mapping and how I can apply the techniques to our stakeholder engagement process"
- It gave me a completely different perspective when mapping stakeholders. We typically think 'the more, the better'. But I now know that isn't necessarily true.

General

- Enjoyed how interactive it was without having to "speak up"- it's a great way to see how you could facilitate such a mapping experience with a tool that allows everyone to participate without feeling like they have to stand out (for those quiet participants), unless they need to clarify or defend their suggestions (i.e., stakeholder suggestion).
- Great - course, would love even more time to go into more detail if this course was offered again
- I appreciated that this course was only 3.5 hrs but could see how much more depth and nuance could be achieved if we had more time to work through the material. I still have lingering questions that I didn't feel I could spend more time discussing in the interest of covering all the activities in the session. The materials were well organized and I appreciated the numbering of documents to help us with having the right sequence on our end- that was just a by-product of attending the session but I plan to use that same strategy when I facilitate future virtual meetings that require multiple documents to be on hand.

Quantitative Evaluation Results

Below are evaluations for all live online courses delivered in 2020-2022.

