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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: 4.5 hours for live, virtual session; ~6 hours for in person
- Number of sessions: 1 or 2
- Participant e-materials: Guide to Stakeholder Mapping with detailed instructions on running a successful stakeholder mapping workshop, editable templates for either in-person or online mapping sessions, sample mapping workshop overview and participant preparation, and all training materials

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
- 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

- Anne did an incredible job of breaking down the concepts and explaining things. I'm really glad we did two case studies so that we could learn all the mechanics of stakeholder mapping, work out the "kinks" in the first case, and then apply what we learned to more thoroughly complete the second case.
- I found this course to be incredibly valuable and Anne did an exceptional job teaching. She is incredibly knowledgeable and presents the information in a way that is easy to understand.
- Anne's sharing of her personal experience and teaching us nuances as she taught the material - these were really helpful. Class questions and her answers were also helpful to my work needs as well.
- Great, clear instruction. Case Studies were meaningful and experiential. Great tools I can use in my own work. Loved anchoring things in the Core Values and Ethics
- 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.
- 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



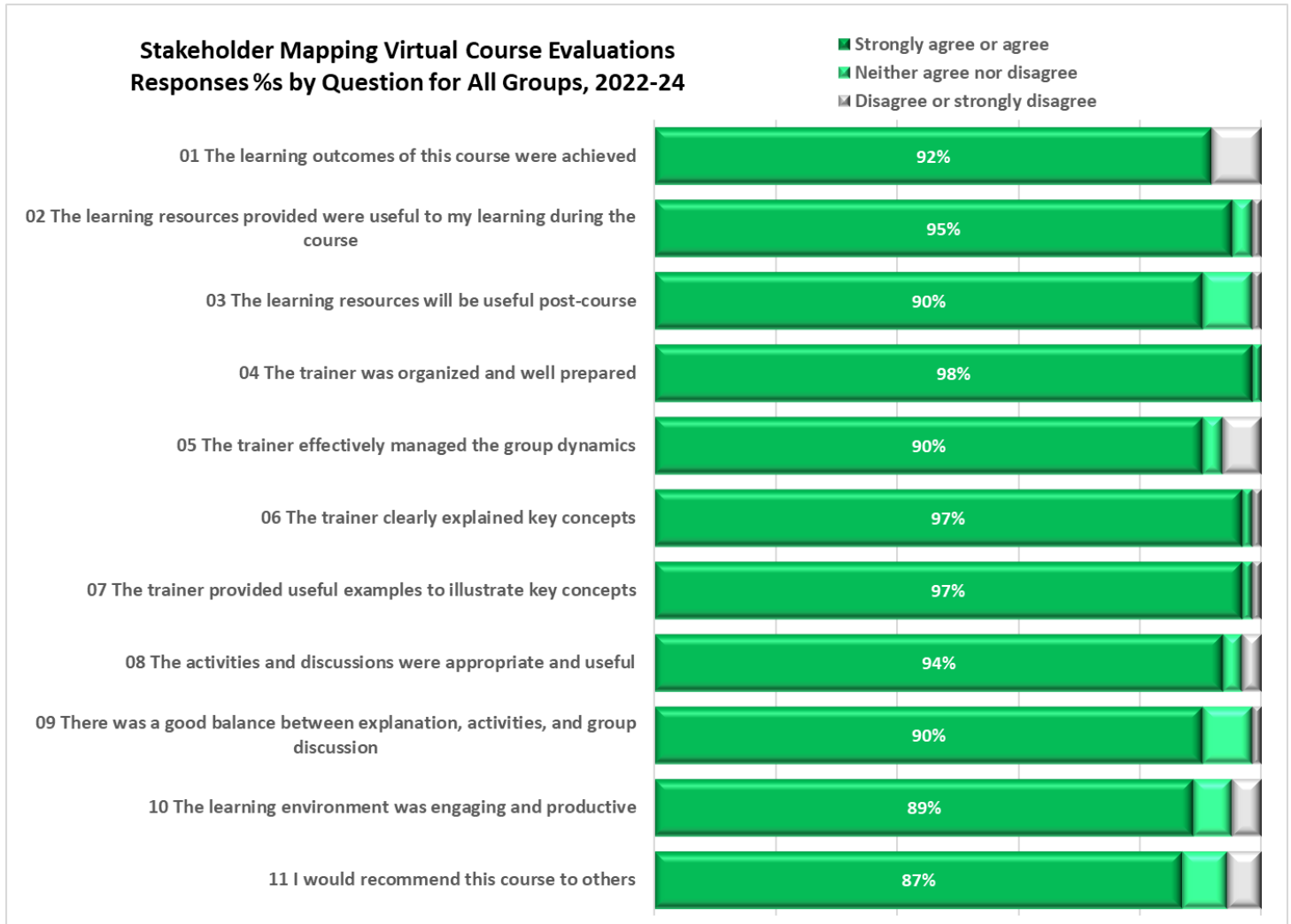
What was most useful about the course

- 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.



Quantitative Evaluation Results

Below are evaluations for virtual courses 2022-24 for which the sponsoring groups provided results.



Stakeholder Mapping Virtual Course Evaluations Averages for All Groups, 2022-24

SCALE 2 Strongly agree
1 Agree
0 Neutral
-1 Disagree
-2 Strongly disagree

