

Annex 5

Stakeholder Analysis Worksheet

TOOLS FOR CHAPTER 2 OF THE GUIDE: BUILDING A COALITION

Stakeholder definition: “Stakeholders” are those who have a stake in the outcome of the coalition’s work. This will include those who are directly impacted by the issues that the coalition seeks to address, individuals and organizations that are currently involved with efforts to address these issues, opinion leaders (people who shape others’ understanding of an issue), and those whose lives or work may be affected by the coalition’s efforts. When developing a recruitment plan, focus on identifying stakeholders whose interests align with those of the coalition.

To perform a stakeholder analysis, list the stakeholders at the top of each column and answer the questions contained in each row of the first column.

Stakeholder analysis questions	Stakeholders		
	Stakeholder 1	Stakeholder 2	Stakeholder 3
What skills, capacities, and or/resources would the stakeholder bring to the coalition? <i>Knowing this can help the coalition identify those stakeholders with the most to offer.</i>			
What is their potential role within the coalition? <i>This allows the coalition to define what stakeholders might contribute to the group’s efforts.</i>			

Stakeholder analysis questions	Stakeholders		
	Stakeholder 1	Stakeholder 2	Stakeholder 3
<p>What is their self-interest? Why would they join?</p> <p><i>Consider why they would benefit from being a member of the coalition, and use that information to encourage them to join.</i></p>			
How will you recruit them?			
What barriers might exist to recruiting them?			
<p>Who will approach them and when?</p> <p><i>In addressing the question of when, prioritize those who have the most to offer the coalition and those with the greatest self-interest in the coalition's work.</i></p>			